Saturday Night

May 29, 1954 • 10 Cents

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ANTONIA PEMBERTON: A hit and a flop. (Page 4)

The Front Page

Ross Thatcher, the member of Parliament and hardware merchant from Moose Jaw who talks and acts like a right-wing Liberal but for some fantastic reason carries the party label of the CCF, has been soundly chastized for suggesting that there were many ways in which the Government could trim some of the fat off the swollen body of national taxation. Members of the Government seemed pained that anyone should think that even a little of the public's money was being squandered, while Mr. Thatcher's colleagues in the CCF, more deeply immersed than he in the Socialist doctrine that economy is something to be practised only by capitalists, were obviously shocked by the idea of any government cutting rather than increasing its spending.

There was, however, too much good sense in what Mr. Thatcher had to say for him to regret his suggestion, and we hope he will continue to preach the gospel of economy; the principle that a dollar wisely saved by a government means a dollar less to be collected in taxes can never be expounded too often. He need not fear that he

THE U.S. VIEW OF CHINA
By Max Freedman: Page 7

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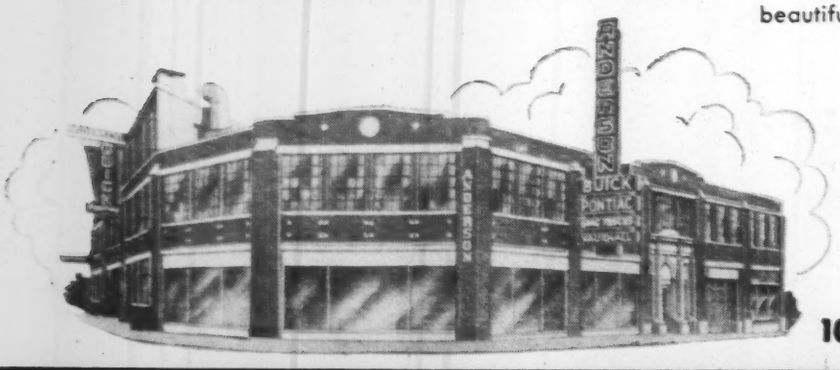

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CONTINUED FROM PAGE 1

will run out of examples of careless or wasteful expenditure; even if he ignores for a while such inviting topics as the enormous growth in the Government's payroll and the strange impulse of so many Departments to rush into print with esoteric pamphlets, he can always talk about the prevailing passion for expensive buildings—such lavish structures as the new homes of the National Film Board in Montreal and Canada's military mission in Washington, and post offices (like Vancouver's) that can be built of no lesser stone than imported marble.

No one wants Canada's servants at home and abroad to live like paupers in run-down shacks, but the Government, apparently intoxicated by the heady brew compounded of sudden international importance, a lively domestic economy and swollen revenue from taxation, has staggered happily to the other extreme, into the sort of extravagance that the *Edmonton Journal* has aptly described as "Babylonian splendor".

Term Test

A FRIEND of ours called by appointment at a school the other day and was invited into a classroom by the teacher. A pleasant air of bonhomie prevailed; there was a gentle hum of conversation and a certain amount of coming-and-going and consultation between this pupil and that. "Ah," thought our friend, "the activity program in action," and he looked around to see if he could decide what particular project was in hand. Not being able to discover this for himself, he asked the teacher. "No project at all," was the answer. "They're having a term test." Memories of the silence and rigors of the term tests of his own schooldays still lingering in his mind, the visitor excused himself hurriedly and went out on tiptoe. He has been wondering ever since just what was being tested and how valid the results would be.

Tomorrow's Homes

WHEN PROF. GIO PONTI arrived from Italy to carry out his duties as one of the judges in the International Calvert House Competition for the Canadian Home of Tomorrow, we hastened to interview him, in the eager knowledge that if anyone knew what tomorrow's homes were going to look like, it would be Prof. Ponti, who is one of that small group of architects and designers whose accomplishments and ideas influence the work of all their colleagues in the western world.

"What is tomorrow?" Prof. Ponti asked, and continued, alternating between Italian and French, "It is perhaps five or ten years from now. Lives change, and design changes with them. Ideals of beauty, of harmony, remain, but their forms should be adapted to the way the people live and to what they are seeking. These Homes of Tomorrow, they should represent what is ideal for the next few years. Who can look beyond that?"

What about present Canadian architecture? "I have not been able to see much yet, although I have noticed one or two houses that are very good indeed. I will reproduce plans and pictures of them in my magazine of architecture, *Domus*, when I return to Milan. I have seen your Parliament Buildings at Ottawa; very dignified, very serious, well placed—European architecture transposed here. But I must see more before I can say much. What is important about homes, of course, is that they express individuality, the individuality of the people living in them. There is always so much danger of people being made to fit into one standard. They are individuals, and that should be recognized in what we do with the way the building materials and plans are united."

Gilbert A. Milne

PROF. PONTI: Lives change.

The European architect, he said, is responsible for everything in his building—the design of rugs, curtains, furniture, light fixtures, and, in some cases, even the silverware. "This gives a feeling of unity to our buildings which is lacking in your system. We have different problems, too. In Italy, for example, we are building apartments for over a million people, low-rental housing units for those with a low standard of living. We are not expanding as rapidly as you, so industry stays where it is, adding to its existing buildings as needed. An exception is the Olivetti plant, making typewriters and calculating machines. Signor Olivetti has built a new factory and put around it a satellite town for the workers; he has a feeling for the modern philosophy of living. I would like to talk more about this, but I must go now —to look at a house."

Invasion

NBC, the American network, has made a deal to televise the football games played this Fall by teams in the Big Four (Montreal, Ottawa, Hamilton and Toronto), and as a result 100 TV stations in the United States will be introducing their viewers to Canadian rugby. Now we're waiting to see if there will be any cries from across the border about the need for protecting American culture, sports, entertainment or way of life from the pernicious influence of the aggressive nation to the north.

The Valley of the Shadow

AFTER HEARING a prison doctor and a county sheriff condemn hanging as a method of execution, the parliamentary committee inquiring into capital punishment decided to question the person who might be considered the final authority on the subject, the hangman himself. Only three members of the committee expressed their horror at the morbid futility of such an interrogation. The others were quite prepared to spend more time chewing over the sickening details of what happens in a state slaughterhouse when a human being is put to death—details already given by other witnesses, down to the number of minutes the heart keeps beating after the neck has been snapped.

The committee is going to all this trouble simply to find out if hanging is more or less horrifying or painful to the victim than other forms of capital punishment. Is it more pleasant to slip into eternity at the end of a rope, strapped to a chair, or slumped in a gas chamber? To the man whose life is being snuffed out, it could not matter less; the final moments are only the carefully calculated climax to the weeks of tortured waiting during which he has been fed, watched and doctored like a prize steer to make sure that he is in prime condition for the killing. But it seems to matter a great deal to the executioners, the people who make up a revengeful society; they don't mind the killing, but they feel very upset if it isn't done by the most modern, scientific means —indeed, as one witness suggested to the committee, it would be quite a relief if the condemned man was enough of a sport to take his own life with instruments provided for him by a considerate government, thus relieving his law-abiding fellows from the distasteful job of marching him out and watching him die.

The time spent on such sickening research into barbarism would be far more

The Front Page

usefully employed in an enlightened examination of both the moral implications and practical uses of capital punishment. The parliamentary committee has heard several witnesses claim that the death penalty is needed as a deterrent, but they have conspicuously failed to provide adequate evidence to support their claim; on the other hand, the committee has had briefs making it abundantly clear that the threat of death is no more of a deterrent than the threat of life imprisonment. In other words, there is no practical advantage to capital punishment. The moral arguments against it are overwhelming.

There is no point to examining the methods when the principle itself is wrong.

Wrong Side Up

OUR BEST wishes go this week to Cheng Wu-fei, who lives in London, England, and is an honest artist if we ever heard of one. One of his paintings hung in the Royal Academy for a week before someone who could read Chinese noticed that the signature was upside down. Mr. Cheng was not at all put out by the faulty hanging, but politely agreed that "my picture looks just as well wrong side up"—the first bit of sanity in the world of non-objective color since a young man in Vancouver framed a piece of paper used to wipe paint brushes and won the warm praise of critics for his work.

Diplomat

WE MET Robert A. Ford while he was visiting here and there in Southern Ontario, prior to his settling down in Ottawa as head of the European Division of the Department of External Affairs. Mr. Ford had just returned from Moscow, where he had been Canada's *Chargé d'Affaires (ad interim)* from 1951 until early this year, and naturally we were curious about an insider's view of the goings-on in that part of the world. Mr. Ford has spent 14 of his 39 years in the diplomatic service, however, and was amiably reticent; we got the impression that he could be just as noncommittal in French, Russian, Portuguese and Spanish, all of which he speaks fluently, and in the "little bit of German" he professes to know.

"The funeral of Stalin was one of the interesting things that happened while I was there," he said. "I represented the Canadian Government at the ceremony. Since Stalin's death there have been modifications of the restrictions on travel inside Russia, and I took advantage of them to journey to the Ukraine and the Caucasus. There were still evidences of serious war damage in Kiev, Kharkov and the smaller towns between them which got it in the neck coming and going. At Murmansk and Archangel, there are graves of Canadian soldiers and sailors, looked after by the Russians. Some of these graves date from 1918."

On the cultural side, he said, "The classical theatre and the ballet in Moscow are excellent. There is a superb stage version of *Anna Karenina;* very good translations of Shakespeare's plays, too. *Othello* and *Much Ado About Nothing* seem to be the favorites, and the standard of acting is high. There are several public libraries

Ashley & Crippen

ROBERT A. FORD: Reticent.

in the city, of course, the most notable being the Lenin Library, where students go to do research work. We were not allowed to go in there."

Libraries were always interesting places, and what, he inquired, were the most popular books in Canadian libraries these days? The conversation never did get back to the goings-on in Russia.

Hit and Miss (*Cover Story*)

THEATRE-GOERS in Toronto have been given a second chance to consider why plays that run for months and years in London so often last only a few performances in New York. Earlier this year the Crest Theatre put on *Escapade,* a hit in London and a flop in New York, and made a success of it. Last week the Crest started a two-week run of *The Little Hut,* the comedy adapted by Nancy Mitford from the French of André Roussin, which kept Londoners laughing for well over two years but failed to produce even a respectable quota of polite titters during its brief stay in Manhattan.

The Little Hut has to do with the personal relations of three men and a woman cast away on a tropical island—a wrinkled, haggard plot, rejuvenated by some brittle dialogue. One of its brighter features, in the Crest presentation, is the introduction in a leading role of Antonia Pemberton, a young English actress who came to Toronto a couple of months ago, joined the Crest company and played two character parts. She was no stranger to the Davis brothers, who run the theatre, or their sister, Barbara Chilcott; she acted with them in England, and it was there, too, she met Douglas Mackay, the Torontonian to whom she is now married.

Miss Pemberton has been giving a polished, light-hearted performance as the wife in *The Little Hut,* but we cannot help wonder how good it might have been had someone with a richer sense of fun undertaken to adapt Roussin's play; Miss Mitford, to us, is a crashing bore.

Penny Wise

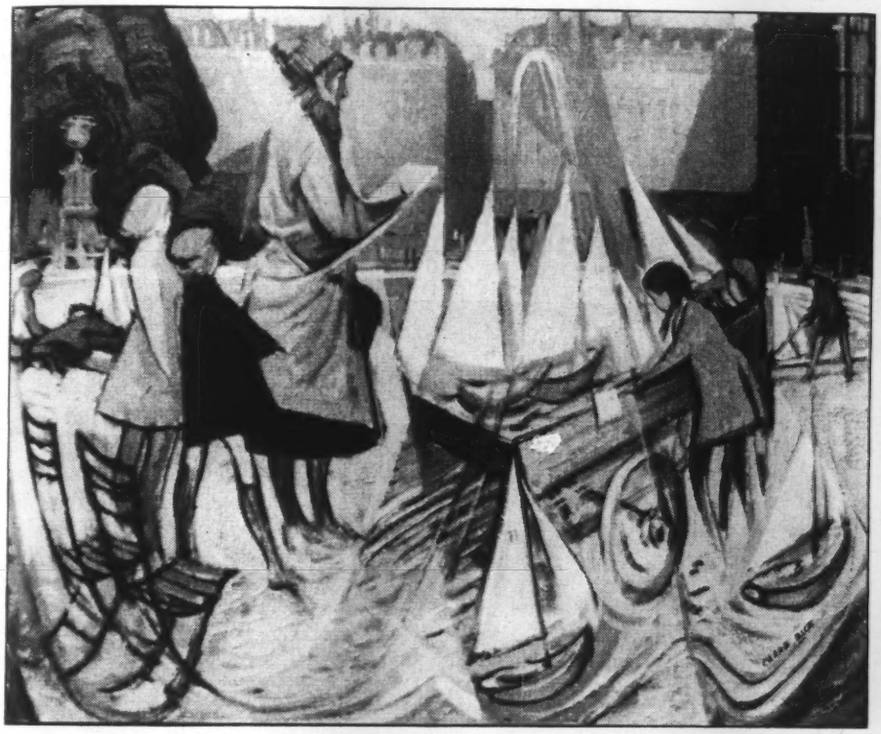
FRANK HALL, spokesman for the 145,000 non-operating railwaymen who have been demanding new concessions from their employers, was quoted a couple of weeks ago as saying: "If they haven't got enough money to operate on, it's up to them to go out and get it. Our position is that the financial condition of the railways is none of our concern. It is a matter between them and the Board of Transport Commissioners."

What the Board thinks about the situation was made quite clear in judgments made in March, 1953, and last February: "The Board is becoming increasingly concerned as to the long term ability of the Canadian economy to continue indefinitely to bear successive increases in freight rates on the scale of the recent past"; and "as a result of the recent rail traffic trends, we are now more strongly than ever of the opinion that the long succession of general freight rate increases mainly due to added costs of labor, which is the largest single factor, and to increased costs of materials, has brought about a loss of traffic by the railways to competing modes of transport."

It would be strange if Mr. Hall had not read those judgments, but no stranger than his utter disregard of the obvious. If one is to judge by his public utterance, his economic doctrine is "To hell with the railways and the public, as long as the union members get everything they ask for". There may be some immediate advantage to be gained by following such a line, but its long-range value is more than dubious. The public he apparently scorns cannot be forced to pay more and more for railway services when there are alternatives to those services—and the more the alternatives are used the less need there will be for railwaymen.

Western Ontario Exhibition

Thriving Centre of Canadian Painting



"PETITS BATEAUX" BY CLARE BICE, LONDON.

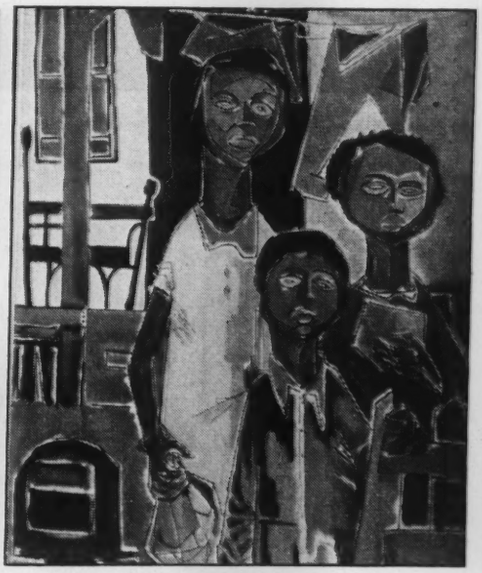
A rich farming and industrial area, Western Ontario has given many famous names to the theatre and the arts. This month, the 14th Annual Western Ontario Art Exhibition went on view at London's community-minded Art Gallery. Its curator, Clare Bice, studied at New York's Art Students' League.

"NUDE" BY MAE HULL, WINDSOR.

The Western Art League, sponsor of the annual exhibition, started 67 years ago. It represents more than 800 members drawn from a wide area.

"LOST VALLEY", A WATERCOLOR BY GEORGE EITEL, KITCHENER.

Most of the exhibiting professional and amateur painters represent leading industrial centres. The area of membership includes Windsor, Sarnia, Brantford, Kitchener, Niagara Falls, Guelph, Owen Sound and Chatham. Civic-supported London Museum acts as the unifying force.



"CHILDREN, U.S. HIGHWAY 60".

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The American Attitude Towards China

By MAX FREEDMAN

IN THIS article I intend to explain why the American people have grown so bitter about the problem of China and why the American Government is following a policy which is straining the unity of the free world. I believe the drift of American policy carries serious dangers to peace; for that reason it is important to realize how pervasive and stubborn are the convictions which must be overcome before a more enlightened attitude can begin to prevail. Neither Senator Knowland nor Mr. Dulles has caused this problem, though some of their actions have made it worse; and we must look beyond the clash of party politics to the deeper issues of national life if we wish to understand what is at stake.

Let us begin by admitting that no western country has a proud record on the Chinese issue. France fumbled the problem in Indo-China. Great Britain recognized China, but China refused to recognize Britain; and the British experiment can hardly be called a success. What about Canada? The Canadian Government thought it would be unwise and premature to brand China with aggression in Korea; but it voted in favor of the branding under American pressure. Even now Canada would like some kind of diplomatic relations with Peking, but it dreads the outcry in Washington.

Most Americans, when they compare their record with that of other countries, see no cause for shame or apology. They believe it is wrong to pursue a strong policy against Communism in Europe while following a weak policy in Asia. They are ready to carry most of the sacrifices in resisting the expansion of Communism in Asia. They merely ask that America's allies do not stand in the way of action which, though dangerous, may yet avert the greater danger of world war.

Of course, the quarrels of politics cannot be forgotten. Even in the days of Senator Vandenberg, the Republican party always exercised the right to criticize policy as it affected the Far East. Things were going well in Europe and very badly in Asia and the Republicans naturally raised their voices in anger when denouncing the march of Communism in China. But this was only a minor irritant. The real problem is caused by the belief that China, in which the American people have always taken a profound interest, turned against the United States and accepted the doctrines of hate manufactured in Moscow. The conscience of the American people has been scarred by this result; they regard it almost as a vote against the American way of life; they chatter about spies in the State Department in a vain effort to explain what happened; and they allow anger and bewilderment, two evil counsellors, to shape their policy against the challenge of these angry and tremendous days.

How else can one explain the public tolerance of Mr. Dulles's refusal at the Geneva conference to talk with Chou En-lai or to shake hands with him? Was it necessary for the Secretary of State to break off personal relations with China's Premier? Since when has personal discourtesy become an honored weapon of American diplomacy? Yet the country quietly accepted the explanation of Mr. Dulles that he had found the right method for dealing with the leaders of a nation of aggressors.

During the debate at the United Nations on aggression in Korea I supported the American position and criticized the policies of the Canadian and British Governments. I felt that if China were not guilty of aggression in Korea then the forces of the United Nations certainly were, and that it would be an act of moral cowardice to condemn North Korea while shunning a verdict against a stronger and greater aggressor. I remember being told by members of the Canadian and British delegations that the United States would use the verdict of aggression to set up new barriers against China even after the fighting in Korea had stopped. I rejected this prophecy as a libel on America. I now wish to say that I was wrong and these Canadian and British officials were right. Mr. Dulles now talks about China "purging herself of aggression", as if any nation can claim to be an ethical exhibit, and uses the United Nations resolution in a way never intended by those who voted for it. His policy comes perilously close to a breach of trust; I challenge anyone to read the statements of the American delegation during the debate on Chinese aggression and point to one word that would justify the present inflexible and inflammatory policy of Washington; and in the light of this record it becomes easier to understand why so many countries are wondering whether the United States wants to come to terms with China or whether it is quite willing to keep up this ferment of suspicion and unrest for long years to come.

Think back for a moment to the hearings in the Senate after General MacArthur's recall. The chairman of the Joint Chiefs of Staff, General Bradley, testified that it would be the wrong war at the wrong time at the wrong place against the wrong enemy if the United States went to war with China. The present Chief of Staff is Admiral Radford and no competent observer in Washington believes that he would have given that testimony

Miller Services

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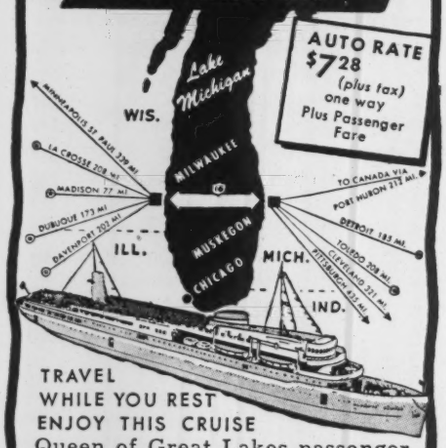

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then or that he would give it now. Fortunately the other members of the Chiefs of Staff are more moderate and hold the Admiral in restraint. But we now have a Secretary of State who, unlike Mr. Acheson, believes in threats and bluster, and we have a Chief of Staff, unlike General Bradley, who thinks the United States can reverse the Chinese revolution by its own action. No wonder the free world is holding its breath as it watches events in Washington.

Amid so much passion it is well to seek the perspectives of history.

In 1945, after her defeat, Japan still had 1,235,000 armed troops in China and another 1,700,000 Japanese civilians in that country. It was necessary to return these people to Japan; otherwise, Japan would gain control of China and use it as a base to recover her power. The United States had returned more than three million Japanese by the end of 1946 and had sent 50,000 Marines into China to prevent districts formerly held by the Japanese conqueror from falling into the hands of Chinese Communists once the evacuation had taken place. Having gone this far, it proved impossible for the American Government to withdraw and gradually, in a way never foreseen, it found itself entangled in the desperate changes and chances of the Chinese civil war.

At this time, in 1946, Nationalist China had 2,600,000 men under arms and the Communist armies numbered about 1,-100,000 men. In fire power, the superiority of Chiang Kai-shek's army was even greater. From 1945-49, the United States gave Nationalist China $2 billion in outright grants and another $400 million in credit; it also sold surplus material, valued at more than a billion dollars, for $230 million, of which $95 million were on credit. The American Government has since admitted that 80 per cent of all the material furnished to Nationalist China was lost and that 75 per cent of this material had been captured by the Communists.

It was the view of the Truman Administration that it would have been possible to save Chiang's regime only by unlimited American intervention, including the use of American ground troops, and it rejected this policy as contrary to America's national interest and to America's other commitments to her allies in Europe.

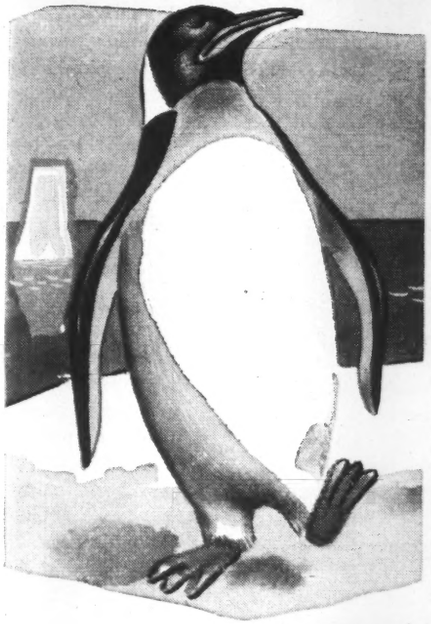
It is this decision which has so deeply angered the Republican party—and large sections of the American people too. These Americans argue that the Truman-Acheson policy first discredited the moral authority of Chiang Kai-shek's regime and then used this criticism of Chiang as an excuse to cut down aid at the vital point in the Chinese struggle when the Communists could still have been defeated. They get very angry when Chiang's failings are cited. The United States, they reply, has never looked for moral perfection in the leaders of movements arrayed against Communist aggression. It has embraced Tito, Syngman Rhee, and Bao Dai. Are they much better than Chiang? Besides, the United States is now supporting Chiang on Formosa in a closer partnership than ever prevailed during his leadership of China, and this alliance was begun by Mr. Truman and Mr. Acheson.

Instead of supporting Chiang now as the head of an alternative government, would it not have suited American policy and American interests much better to have made absolutely certain, in time, that China would not swing into the Communist orbit, thus altering the balance of world power in a way which has menaced the security of the free nations? According to these Americans, in their millions, the verdict in China was achieved not by the courage of the Communists but by a clear failure of nerve and judgment in Washington. Hence the bitterness with which Americans debate Chinese affairs.

For them, China is not a subject on the agenda of foreign affairs; it is very much a matter of domestic political controversy; and when other nations like Britain or Canada are critical of Republican policy, they tend to brand these foreign critics with the sins and failures that they are so ready to lay upon Mr. Acheson. Unless this point is clearly grasped it will be hard for world opinion to realize that American policy towards China now is less an experiment in diplomacy than a problem in abnormal psychology.

One contrast illustrates the hardening of American motives. Mr. Acheson said the United States would never use the veto to keep China out of the United Nations. Ambassador Lodge, with the approval of President Eisenhower and Secretary Dulles, has announced that America would cast her veto against China. While excluding China from the world community the United States is still thinking of military alliances and military force as the answer to the Chinese revolution. Asia wants food and freedom. What is Washington's answer to that challenge?

I cannot believe that Washington's answer is either wise or adequate. But until we realize that there will be no change in American policy, unless we are prepared to argue with the prejudices and convictions of the American people, we will be engaged in a fictitious debate. And we will get absolutely nowhere with American opinion if we simply are critical of U.S. policy, or lack of it towards China. We must have some alternative policy to propose by which the spread of Communist power through South-East Asia can be stopped. Until that is done, most Americans will honestly believe that their policy towards China deserves the support and not the denunciation of the free world.



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Foreign Affairs

The Real French Crisis

By Willson Woodside

A CRISIS which will dwarf all others since the Liberation, which will shake the Fourth Republic to its foundations, determine France's role in Europe for years to come and perhaps decide the future of the French Union, has now begun in France. All the long-postponed decisions, on Indo-China and on the European Army, on the strengthening of the governmental system and the modernization of the economy, on the reform of the tax system and the stabilization of the franc, have now caught up with the deputies of the National Assembly.

If we were talking about any other country, we would say that the *Government* was faced with these decisions; and if we pursue that line of thought we will penetrate right to the heart of the French crisis. It stems from the anarchy which has become the dominant tradition of French politics since the Revolution, which makes the French distrust the exercise of power by anyone, even by a democratically-controlled government, and which was expressed disastrously in the constitution of the Fourth Republic, adopted in October, 1946.

This constitution, which is about to unmake the eighteenth government in eight years but offers no promise of providing a satisfactory successor, places all real power in the hands of the Assembly. The Assembly can choose prime ministers, and throw them out, without risking dissolution. The cabinet has no real power of discipline over it. True, if the Assembly twice throws out a government on a vote of confidence, by full majority vote and within a period of 18 months, it can be dissolved. But the deputies get around that very cleverly, bringing cabinets down without going through the vote of confidence procedure, or by carefully seeing to it that the vote does not represent a clear majority of the Assembly, 314 votes.

Had the deputies voted as they really felt about the Laniel Government they would now be facing dissolution and a new election. How deceptive is that vote of 289 to 287 in favor of Laniel!

Over half the vote was by deputies—100 Communists and, in this case, only 50 Gaullists—who want to bring down the Republic and not just the present cabinet. Added to these was most of the Socialist Party, which has always opposed French ventures overseas and has

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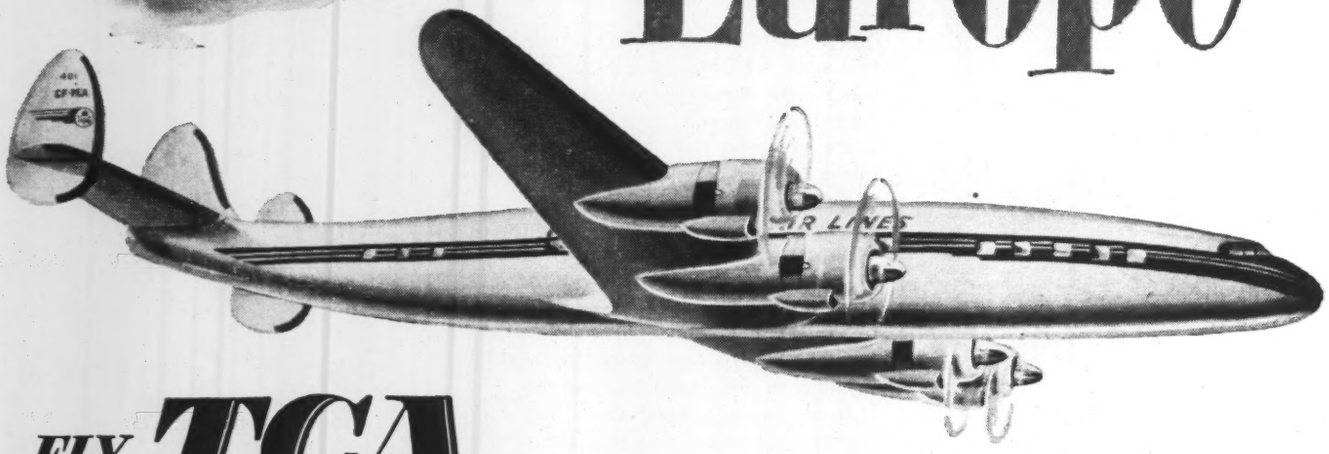

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TRANS-CANADA AIR LINES

for years denounced the Indo-China War. Then there would be the left-wing Radical following of Mendès-France, who holds that France has to halt the drain of Indo-China in order to undertake a basic reform program and maintain her position in Europe.

It would be misleading, then, to suppose that the vote against Laniel was a defeatist vote, or a pro-Communist vote, or a vote for a new left-wing *Front Populaire*. The vote against Laniel included, undoubtedly, many of those who had applauded Mitterand, leader of the UDSR Party, which Pleven represents in the cabinet, when he blamed the government for having acted too weakly in Indo-China and said it should now send draftees out there. It included some, certainly, who would like to see Marshal Juin and not Maurice Thorez the next leader of France. It included executives of the Socialist Party who only two months ago sent out to their following a warning against "the duplicity of Moscow agents" who were trying to lure them into a *Front Populaire*.

There does not seem to be any reason for immediate concern over a pro-Communist swing in the Chamber. The heroism displayed at Dienbienphu profoundly affected the patriotic feelings of the French people, from all accounts. They will not quickly forget that the Communist deputies refused to pay homage to the men of Dienbienphu, but favored their conquerors.

It may possibly prove decisive in this coming crisis that the Kremlin preferred to deploy its French Communist battalions in foreign policy battles, and notably in the fight against the formation of the European Army, which would incorporate Germany in the Western front, rather than concentrating their attack on social policy at home. Had the Communists been quietly busy dissociating themselves in the public mind from the foreign power from which they too obviously take their orders, and spent their efforts in cultivating a common front with other left-minded Frenchmen on social and economic questions, they might now be in a position to exploit the bitter dissatisfaction of a great many Frenchmen.

Instead, the Communists have been cultivating an unnatural alliance with the extreme Right, the Gaullists, an alliance which has no future for them in domestic affairs. So it is possible that, in the developing crisis over EDC *cum* Indo-China, where national and not social policies are at stake, the Communist-Gaullist alliance will pose such a clear threat to the existence of the Republic itself that the parties in between will not only form a new middle-of-the-road government, but finally agree on electoral and constitutional reform, and hold new elections.

But this is an exceedingly optimistic view. Things could, and probably will, come out much worse than that.

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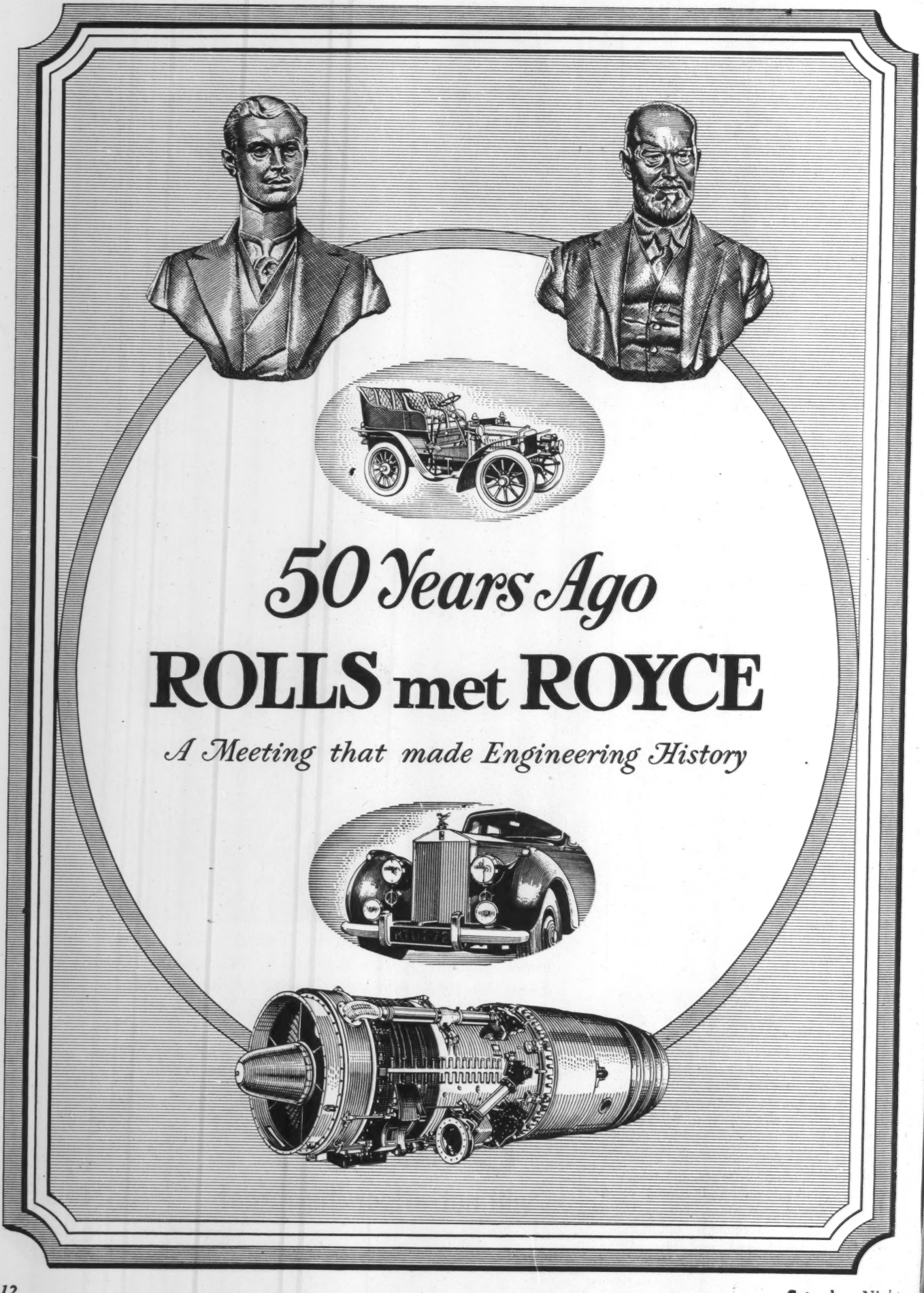

50 Years Ago
ROLLS met ROYCE
A Meeting that made Engineering History

Ottawa Letter

Spring Fever Hits the Legislators

By John A. Stevenson

AN ATMOSPHERE of lethargy has pervaded the House of Commons and the Senate has been virtually idle for lack of work. The first spell of really warm weather in Ottawa got some credit for the languor of the Commons, but a more potent cause was that, with the edge of the Government's quarrel with Premier Duplessis about taxation now blunted by his overtures for a settlement, all the main bones of current controversy have been picked clean.

Many members of the Commons have been expending their chief energies on the work of different committees.

It is a black mark against the opposition that they have made no serious effort to prod the Government into setting up the public accounts committee, which should have been at work early in the session. When the Hon. Hugues Lapointe moved belatedly on May 10 for the establishment of a special committee on Veterans' Affairs, however, he was quite properly arraigned for his procrastination.

The debate on the new trade treaty with Japan ended in its unanimous endorsation, qualified by anxieties expressed by certain members about its possible consequences for Canadian industries. Mr. Howe, its chief architect, explained its provisions in the brisk business-like style he employs for such tasks. He based his main commendation of it on the grounds that Canada could not reasonably expect the ratio of more than 8 to 1 in her favor in her trade exchanges with Japan in 1953 to continue indefinitely and that for the preservation of the profitable export trade with Japan, a greater inflow of Japanese goods, subject to safeguards against unfair competition, must be encouraged by concessions in tariff.

Donald Fleming (PC, Toronto, Eglinton), who undertook for his party an appraisement of the treaty had mastered its terms so thoroughly that his speech on it was three times as long as Mr. Howe's. While he admitted freely the need for meeting the desire of Japan for increasing her exports to Canada, he expressed grave misgivings about the adequacy of the safeguards inserted in the treaty to check Japanese competition when it began to threaten Canadian industries with ruin. M. J. Coldwell for the CCF and Solon Low for the Social Crediters gave the treaty their blessing on behalf of their respective parties and both declared themselves unmoved by the lamentations of the textile industries about its probable effects upon their fortunes.

Canadian textiles, however, found a valiant champion in A. W. A. White, the Liberal member for South Waterloo. This area, containing within its bounds 14 textile mills in the towns of Galt, Hespeler and Preston, is one of the chief centres of the industry in Canada; nobody who failed to give explicit pledges to support adequate protective tariffs for textiles could have the slightest chance of carrying it. The riding had a record of unbroken allegiance to the Conservative party from 1900 until 1953, when Mr. White, in a four-cornered contest, slipped home with a minority vote. To achieve

Capital Press

JAMES SINCLAIR: Knows his fish.

his victory he must have persuaded many voters in the riding that the definite Liberal commitments about low tariffs need not be taken too seriously.

While he did not oppose the treaty outright, Mr. White damned it with faint praise and indulged in dark forebodings about its calamitous consequences for the textile and other plants in his constituency, upon whose present distressed plight he expatiated dolefully. Furthermore, he seized the opportunity to make a strong plea for a general upward revision of our tariffs to prevent competitive imports from countries with much lower scales of wages than Canadian from producing unemployment here and lowering our standard of living. Assuredly his old-fashioned protectionist speech will qualify Mr. White for enrolment among the black sheep of the Liberal party, whom the *Winnipeg Free Press* denounces at intervals for their protectionist heresies. But nowadays they are a goodly flock, as only staunch protectionists could hold for the Liberal party seats like Brantford, Welland, Lincoln, two divisions of Hamilton and Essex County and certain ridings in Toronto, and they are far more numerous than the surviving Liberal devotees of free trade like A. W. Stuart (St. Andrews, NB) and W. A. Tucker (Rosthern, Sask.).

When Ministers submit their estimates for discussion, their personal popularity with the opposition is always a governing factor in the progress with their disposal. If a Minister has been habitually polite to his opponents, and in the administration of his department shed all partisanship by giving as much attention to their requests, grievances and problems as to those of his own supporters, and if he is not liable to conviction for grievous errors of judgment or indefensible extravagance, he can usually be assured of an easy passage for his votes; he may even have his labors eulogized. But if he has been persistently highhanded and rude in his dealings with the opposition, then he can expect a rough ride for his estimates.

The Hon. James Sinclair, the Minister of Fisheries, happens to be in the more fortunate category. He also took the wise course of opening the discussion of his votes with an exhaustive and frank review of the activities of his department and his aspirations to conquer fresh fields. In his survey he ranged far and wide and displayed such an erudite knowledge of the ways of fish and the problems which they present that, if his constituents ever tire of him, he should be fully qualified to take a post as a Professor of Ichthyology.

So convincing was his story of the accomplishments of his department that he was bathed in a shower of compliments from members of all parties, whose constituents had fishing interests. An old political enemy, Angus MacInnis (CCF, Vancouver-Kingsway), with Tom Goode (Burnaby-Richmond), a friendly Liberal, concurring, described Mr. Sinclair's review as "the best statement made by any Minister on the estimates for a very long time". Another Socialist, Clarence Gillis (CCF, Cape Breton S.), had ample justification for his compliment that under Mr. Sinclair, a department that had hitherto ranked low in prestige acquired merited importance through its new efficiency. It was left to J. M. Macdonnell (PC, Toronto Greenwood) to prevent Mr. Sinclair from being overwhelmed by what he called "the cataract of praise" by offering some mildly critical observations and the Minister professed gratitude for being brought down to earth.

Television

Technicolor in the Parlor

By Hugh Garner

IF YOU ARE ONE of those people who are putting off buying a television set until color TV is on the market, don't. Dr. Allen B. DuMont, television pioneer and head of Dumont Laboratories, recently stated: "The FCC decision (to allow compatible color telecasting) is ahead of the industry's ability to deliver commercially practical color television equipment and programs in any appreciable quantity for several years. . . Meantime nobody should deprive himself of the enjoyment of television on black and white receivers, which will always be able to receive both color and black and white programs."

Last October RCA announced that color broadcast equipment for television stations in 57 American cities was in production by their company, and that delivery would commence before the end of last year.

S. L. Weaver Jr., President of NBC said on April 23, "The time to start color television is this fall". He recommended to American advertisers that they utilize color with their present shows if they can get the facilities. He wound up his argument for immediate use of color telecasting by saying, "We hope to have one such (color) program a week from NBC, programmed on a once-a-month basis, replacing regular programming . . . The kind of programming we will do in color this fall will sell color sets just as our program innovations in 1949 and 1950 sold black and white sets."

Dr. Frank Stanton, President of CBS, says that, "Color television is in a locked-in situation because of the interdependence of the problems of the manufacturer, the broadcaster, and the advertiser". He goes on to say that in his opinion the key to the lock is in the size and efficiency of the picture tube and the price of the receiver.

Though advertising and transmission costs may act as deterrents to the acceptance of color TV in the immediate future, the big stumbling block at the present time is the price of color receivers. A recent widely advertised dealer-showing of color receivers in New York, which was attended by thousands, resulted in the sale of only one color TV set. On Feb. 28 of this year Westinghouse ran an advertisement in the *New York Times* offering immediate delivery of 15-inch color sets for $1295; out of sixty stores featuring these sets not one reported a single sale. Besides the high price of color receivers, other factors holding up sales are the small size of the picture on present-day sets, and the few color telecasts available to set owners — at the present less than two hours per week.

Of the few hundred color sets manufactured during the first quarter of this year, all will have 15-inch tubes, giving only a 12½-inch picture, not a very worthy replacement for black and white sets featuring a 21-inch screen. This cause of buyer resistance will tend to be over-

CBS

DR. FRANK STANTON: Locked-in.

come later this year when both CBS and RCA will begin manufacturing 19-inch color tubes, with the aim of bringing them up to 21-inch probably during 1955.

Dr. Alfred R. Oxenfeldt, American economic consultant, believes that by 1959 there will be 17,800,000 color sets in the United States. He breaks down their purchase as follows: 1955, 1 million sets, at $700 each; 1956, 2½ million sets, at $540; 1957, 4 million sets, at $400; and in 1958 and 1959, 5 million sets, at $350. During this same period the industry will make 15 million conventional black and white sets. Although RCA estimates that the industry will make between 75,000 and 100,000 color sets this year, black and white sets will greatly outsell them.

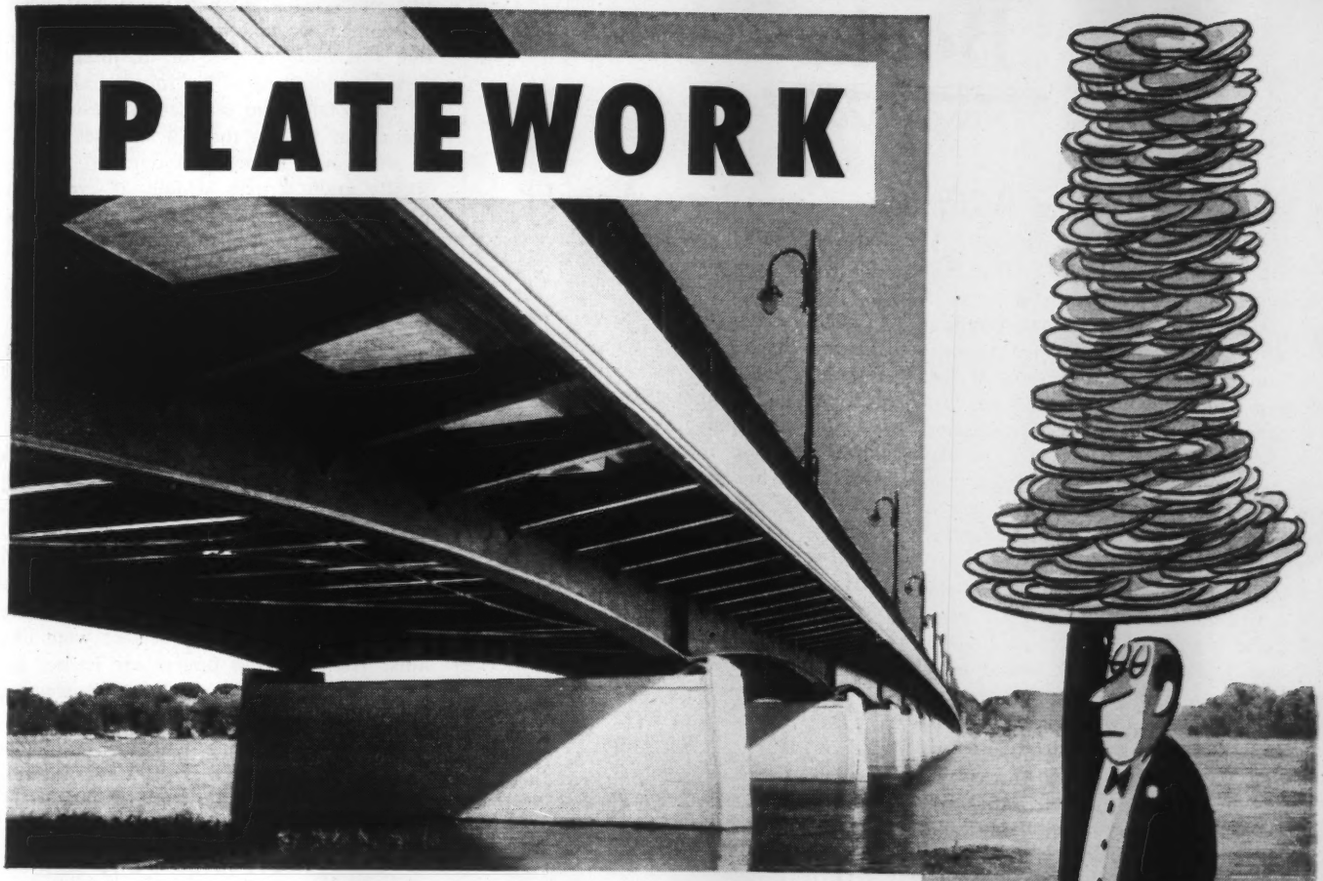
It must also be noted that the prices given in this article are those of the United States, and that Canadian prices will exceed them in about the same proportion that Canadian prices exceed those across the border for black and white sets. Canadian manufacturers, being largely subsidiary companies of those in the U.S., have made no great efforts to go into color set production, and almost all of them are content to wait to see what the parent organizations do first. As of last March, this is the breakdown by set manufacturers in the United States: Westinghouse offers immediate delivery in New York; Philco, no program as yet; RCA, sets for sale in four months; Dumont, keeping out of the race until development of the 19-inch tube; General Electric will put color TV sets on sale in June; Hallicrafters have limited production of sets for display purposes; Admiral, not in production; Crosley, no sets until June; Zenith had produced 100 color sets up until March; and Motorola had produced a few sets, but none for the consumer market.

The *New York Times* of March 2 reported that Emerson Radio and Phonograph Corporation has been studying a plan to rent its first color TV receivers to the public. Benjamin Abrams, company president, said he did not believe that customers would pay $700-$1,200 for a color receiver, nor would they buy a receiver with a 12½-inch picture tube.

Last September private Canadian broadcasting interests in Toronto approached the CBC Board of Governors with the proposal that they be given permission to erect *immediately* color television broadcasting facilities. In part, their proposal was worded as follows: "In regard to (c o l o r) programming, the following would result. Immediately Canadian receivers converted to color, a color service would be available to them. Meanwhile, these color telecasts would provide the sharper and more effective photography which color programming provides, even on a screen adaptable to black and white alone . . . these proposals provide an admirable means of enlightened co-operation between the state service and private enterprise, with evident benefits to the taxpayer, the television viewer, as well as the stated objectives of Government television policy." These proposals were ignored by the CBC Board of Governors.

To those Canadians unfortunate enough to be dependent on the outlets of the Canadian Broadcasting Corporation for their television entertainment, the color outlook lacks even the faintest trace of any hue: it stays black. Melwyn Breen, Press and Information representative for the CBC Television division, says that the Government corporation has no immediate plans for broadcasting color programs, and that color TV, as far as the Canadian network is concerned, is at least five years in the future.

PLATEWORK



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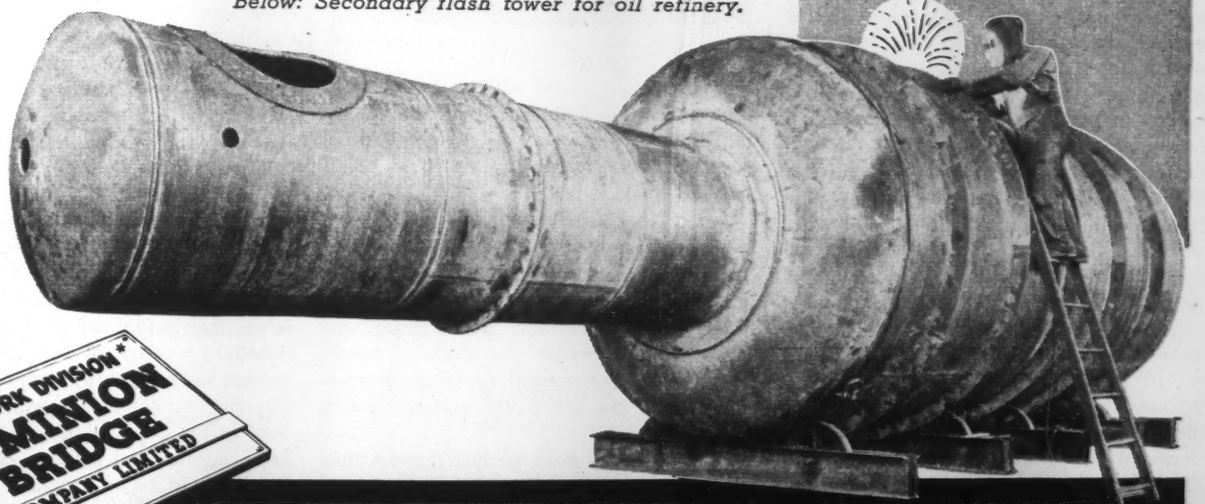

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Books

What's Wrong With the Canadian Novel?

By Scott Young

OF A MAN WHO HAS NOT yet written a novel is in some peril when he dares to comment on the achievements or lack of them among people who have. The risk, of course, is that when this man does publish a novel he will be flailed, perhaps justly, with his own epithets. If that happens to me as a result of what I have to say here about Canadian novel-writing, I may be sorry, but not surprised.

I have read most of the novels published by Canadians in the last ten years, and many published before that time. In my view the best of them lacked either the confidence or mastery of the medium necessary to real quality, and the confident ones lacked much worthwhile to say. Some have had both confidence and quality in some passages, but none has been a fully sustained work of a stature in literature equal to Canadian achievements in other fields in which we compete on a world scale—the fields, for instance, of science, politics and industry.

Against this fact that we are among world leaders in some things, but are well in the ruck in literature, it is no answer to say that we are too young. South Africa, for instance, younger by far as a nation, has produced great work in the last few years. And at a stage of development comparable to ours of today, the United States had produced the first few of its great writers, including Henry James. It also is no answer to say that we are too small a country. Ireland and Scotland, much smaller, have produced several writers any one of whose collected work overshadows our national total. Further, it is no answer to blame our slow development (as some do) on the inadequacies of the Canadian reading audience. All who write in English have the world's greatest reading audience, stretching around the world, without national boundaries. Any novel published in Canada is considered for publication in Britain and the United States.

Actually, the Canadian writer has no problem that is not the problem of any writer in English (our writers in French naturally are included in this since their best work is translated). The sum of these problems can be reduced to two: the need to eat fairly regularly, and the desire to write good books. If it sometimes seems difficult to reconcile these two, that is another problem common to all writers. Only a few novelists anywhere in the world have been able to persuade their novels to provide their daily bread; that has been true since the first novel was written. Thomas Raddall is the only Canadian within my knowledge who makes a living from novels. The others are housewives, professors, editors, publicists, radio or television performers, or combine one or more of those fields with novel-writing. Many of these people feel that they could do better work if they could devote full time to it, but likely they are wrong. A job which provides a living should give a writer the unhurried

Canada Wide

SCOTT YOUNG

opportunity to write the best that is in him. Few writers who do write full time can say honestly that their best work provides their living.

Another major problem we share with other writers is the condition of the world. It is shaky, but in the English-speaking nations of the west, prosperous. Prosperity and peace, even shaky peace, remove from a writer the basis of much great writing—the need to affirm human ability to exist physically and spiritually against all odds.

At one time I believed that if the Canadian writer had one problem *not* common to other writers, it was in the very fact that no great Canadian novel has yet been written. I thought that often a writer failed because, conscious every minute that no great Canadian novel had been written, he worked with the heady feeling that this mangled pile of manuscript before him *could be it*. No longer am I sure of the total value of such a theory, but the strain such a thought imposes seems to show even in many of our best novels. Really great writers seldom, if ever, can be conscious of the intermeshing qualities of thought and instinct and perception which make them great.

In that sense, it is possible to compare a great writer to a great trapeze acrobat. When the acrobat lets go of one swinging trapeze, whirls through the air in a quadruple somersault, and catches another swinging trapeze, the crowd below gasps at an effect which has been carried out instinctively. This instinct has been made possible by years of training and practice added to an original desire to do this thing well, but the act itself has been without conscious thought. How long do you think the acrobat would last if, during the stunt, his thought processes went like this: All right, my fingers are letting go. Now for this first turn; I am contracting my saurus major. My latismus is in play. I have achieved ultra-centrifuge. Is that a knock in my camshaft? And so on, until they picked the poor fellow up out of the popcorn machines a hundred feet below.

I have a second point of complaint. Part of our trying too hard is connected sometimes with an envious consciousness of what the world's more successful writers are doing. Some Canadians read Hemingway and immediately go to their typewriters, wresting from them stories of colonels who speak only to countesses, and countesses who speak only in bed. Too many Canadians also believe that a vital adjunct to real civilization is the magazine called *The New Yorker*, and they try to write like that magazine's particular brand of trained seal. Others imitate Evelyn Waugh, J. D. Salinger, Carl Sandburg, anyone with a measure of fame among people who read and write English. I like and admire the work of the writers I have mentioned. But they aren't us. Miss Canada does not wear Miss America's girdle, nor Mr. C. D. Howe the cherubic expression of Sir Winston.

What I have said so far unfortunately is mainly negative—that some Canadian writers fail because they try too hard, others because they do not develop their talents along original lines. But it seems to me that before we produce a Canadian literature worthy of the name we must correct both faults by applying to authorship the self-confidence which now is evident in the conduct of our other national and international affairs. A help, I believe, would be to recognize that even if a great Canadian novel were written this year, it could not be recognized because there have not been enough good Canadian novels written to say with certainty

that any one is great. What must be done first is to build a body of literature which will hold up our great novels when they do come along—or when we recognize some among books already written. To build that body of literature, thousands of books must be produced which are unselfconscious, assured works by people who are only trying to be themselves.

When those thousands of books have been written, perhaps a novel written this year will be found to have the precise shape and form we seek in a crown for that towering shaft of literature. Or, more likely, it will be a tower with several pinnacles which will hold up the work of many Canadian authors high enough to be seen from all over the world.

•

Chess Problem

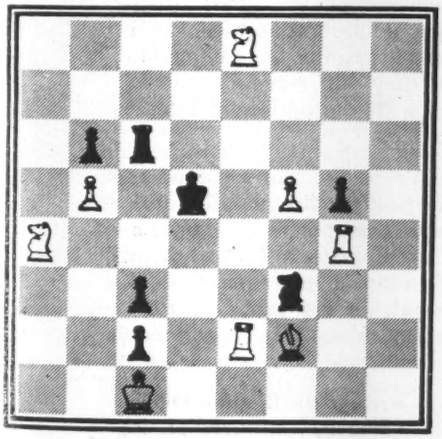
By "Centaur"

LAST OF THE LEADING quartet of composers of the Old School, Julius Brede, 1800 to 1849, lacked the elegance of Bolton and d'Orville and the constructive skill of Anderssen. However, some of the themes he developed mark him as more modern than any of these.

The most notable of Brede's ideas is the Brede cross-check theme. In this a Black check is met by the self-pinning of an interposing piece, this white piece subsequently applying mate.

PROBLEM NO. 67, by W. Pauly.

Black—Seven Pieces.



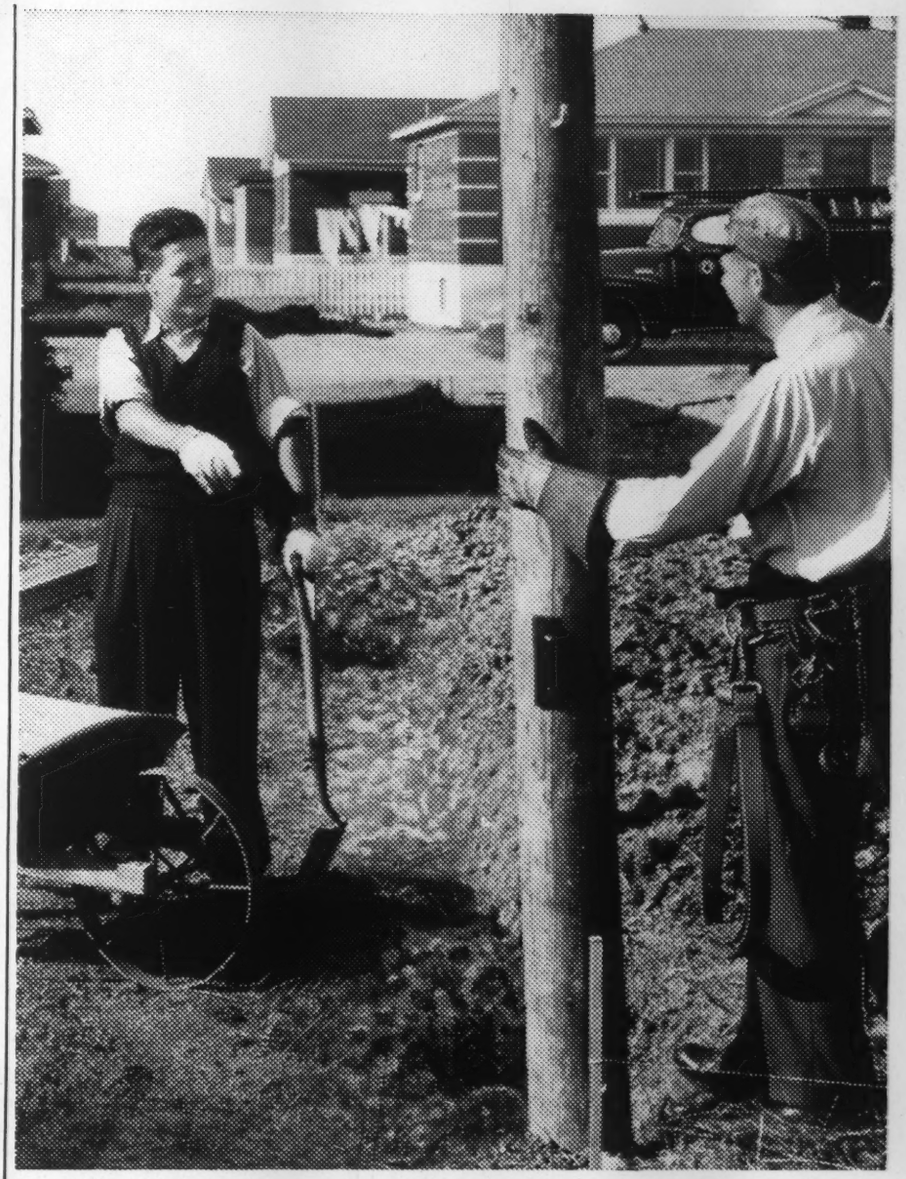
White—Eight Pieces.

White mates in two.

SOLUTION OF PROBLEM NO. 66

Key-move 1.Q-QKt4, waiting. If Kt-K5; 2.P-B4 mate. If B-B5; 2.Q-Kt7 mate. If QKt or QB else; 2.P-K4 mate. If R any; 2.Q-Q4 mate. If KB or KKt any; 2. Kt-Kt6 or Kt-K7 mate.

This is a mutation with a pendulum key, swinging from one side of the black King to a corresponding square on the other side.



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If you would like to get useful information on the preservative treatment of wood we suggest you write Forest Products Laboratories of Canada, Department of Northern Affairs and National Resources, Ottawa.

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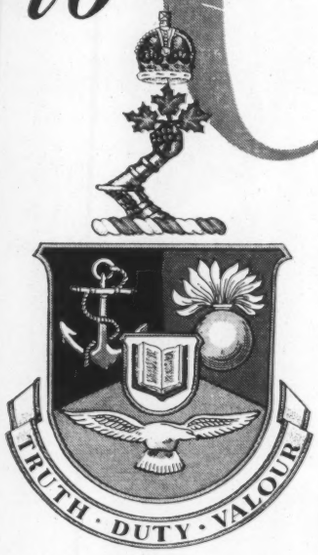

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They will receive cadet service pay, board, lodging and tuition. They will take training with their chosen service in summer months. On completion of academic courses, they will serve Canada as regular force officers with the option of release after three years service.

Applicants must have Senior Matriculation or equivalent, except for Collège Militaire Royal de Saint-Jean, where requirement is Junior Matriculation. Age limits for Collège Militaire Royal de Saint-Jean are 16 to 20 on 1st January, 1954, for all others 16 to 21 on 1st January, 1954. Applicants must be single, physically fit, and meet officer selection standards.

For full information, write to the Regular Officer Training Plan Selection Board, National Defence Headquarters, Ottawa, or to any of the following:-

The Registrar, Royal Military College, Kingston, Ont.

The Registrar, Royal Roads, Victoria, B.C.

The Registrar, Collège Militaire Royal de Saint-Jean, St. Jean, P.Q.

The Story of the Mirror: Sensationalism

PART VIII: By HUGH CUDLIPP

IN THE ASSUMPTION that newspapers form and control public opinion cannot be substantiated: newspapers sell as much in spite of their policies as because of them.

However brilliantly or subtly it may be conducted, a Press campaign will fail if it flies in the face of public opinion; if it advocates a course of action which the average reader instinctively rejects as unfair or imprudent; or if it deals with an aspect of life beyond the readers' daily experience or interest.

The newspaper with integrity and a ripened sense of responsibility may advocate lines of national action whether its public is interested or not. But a campaign will flourish only if it is in tune with public opinion which already exists; if it stimulates with new ideas and information a process of thought which has formed in the mind of the masses; if it advocates a solution to a problem or scandal which is angering the average reader.

The fault of the *Mirror* in the eyes of its critics is sensationalism. But instead of denying the charge or disguising its deportment with some tactful euphemism, this newspaper, damn it, admits that it is sensational, just like that. Sure it is sensational, and is proud of being sensational.

Some of the top men associated with it over the years have been engagingly candid. Kennedy Jones was a newspaper doctor whom Northcliffe called to the bedside during the *Mirror's* sickly first year. "There's nothing to beat a good meaty crime for increasing circulation," said Dr. Jones in his best bedside manner; he prescribed politics and sport, too.

Cecil Thomas, Editor from 1934 until 1948, was equally unreserved in a reply to *World's Press News*:

"What is a newspaper? Does it or does it not exist to provide news for its readers? Are news editors to be asked to say that this or that is not 'nice' news? Are they to be constantly acting as nursery censors?

"The truth is that the London Press is already too niminy-piminy.

"A newspaper that wishes to retain the confidence of its readers should be ruthless and remorseless in revealing all the news it can get."

"NOTHING in the newspaper world has intrigued the public so much as the ownership of the *Daily Mirror*."

The words came from Lord Camrose. He was not attempting to magnify the enigma; indeed, no personality in the newspaper industry has done more than Lord Camrose to explode the financial myths.

"The ownership of the paper," he continued, "has been discussed in Parliament and made the subject of conversation in political and other circles on innumerable occasions. The so-called mystery developed first of all when the paper was being attacked before the war for the nature of its contents. It arose again when the *Mirror* took a violent anti-Government line during the war. In my booklet *Newspapers: Their Owners and Controllers*, printed first in June, 1939, I showed that there was no mystery of any kind about the ownership, and I repeated the statement when speaking in the House of Lords in the Debate on Censorship."

CECIL KING: Exciting, terrifying.

Lord Camrose brought the facts up-to-date in his post-war book *British Newspapers and their Controllers*, where the remarks just quoted appear.

Lord Beaverbrook has not been so altruistic in his attitude; in fact, he created the mystery. He has always regarded the subject as ripe for Machiavellian merriment. The *Mirror* was challenging and thrashing his *Express* before a joint audience of more than eight million onlookers; it was to his advantage to impute veiled ownership.

Foolishly, the *Mirror* never told the public the facts. Two references only to its ownership and control appeared in that newspaper since the death of Northcliffe. The first was in 1936, briefly stating the severing of Lord Rothermere's connection, though not disclosing the reason for his action; he was, quite simply, appalled at its new racy policy and outraged in particular at its attitude to sex. The second appeared as an editorial on March 24, 1942, when the paper was arraigned before Parliament.

When the present *Mirror* company was formed in 1920 it was controlled by the first Lord Rothermere. He was not a director, but he held the largest block of shares, and it was agreed that due regard was to be accorded to any instruction he might send.

Rothermere, believing that the paper was going "broke", realised his personal holding sporadically on the Stock Exchange; the shares thus passed into the hands of a large number of investors, many of whose identities changed year by year. In a few instances only were the holdings of considerable size.

In 1939 the *Mirror* Chairman was able to inform the shareholders that no individual shareholding was sufficient to constitute a controlling interest.

During 1947 a significant readjustment took place involving the *Mirror*, the *Pictorial* and Associated Newspapers Ltd., which controls the *Daily Mail* group of newspapers.

Rothermere died in 1940, but what remained of his financial empire survived him. One of the incongruities was that the companies publishing the Left wing *Mirror* and *Pictorial* were in a position to exercise influence over the Right wing *Daily Mail*. The companies had extensive shareholdings in the *Daily Mail* and General Trust, which was heavily invested in Associated Newspapers; they also had large shareholdings directly in Associated Newspapers.

This financial interlocking was undesirable, particularly for the new Lord Rothermere. To strengthen his group's independence it was necessary for him to manoeuvre into a position where an exchange deal would be possible; he therefore made large purchases of *Mirror* shares over several years.

The rearrangement was the result of direct negotiation between Rothermere and Harry Guy Bartholomew, representing the *Mirror-Pictorial* boards. On March 1, 1947 it was announced that: the block of shares held by *Mirror-Pictorial* in the *Daily Mail* and General Trust had been sold to Lord Rothermere; the Trust itself had acquired the large share-holdings which the *Mirror* companies owned in Associated Newspapers; at the same time the *Pictorial* largely increased its holding in *Daily Mirror* Newspapers Ltd.

The *Pictorial* company had bought from Rothermere the block of *Mirror* shares he had been building up.

The result of the rearrangement was of consequence to all parties. Rothermere became one of the biggest shareholders in

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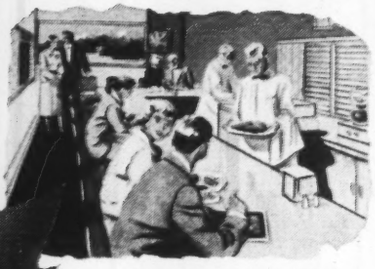

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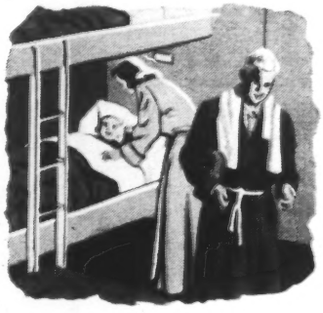
This record purchase marks the beginning of a new era in Canadian train travel. These modern cars offer a complete choice of accommodations . . . are designed to provide the utmost in comfort, in convenience, in beauty. Every day more of these cars are joining our fleet of famous "name" trains. By midsummer, they will all be in service, helping to make your Canadian *National* vacation more wonderful than ever.



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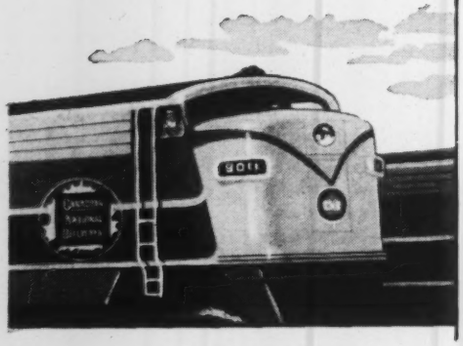

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Canada has much to offer the vacationist . . . there's scenic British Columbia . . . Alaska cruises by the beautiful Inside Passage . . . tours of bustling Eastern cities, Old World Quebec, the coves and quiet villages of the Maritimes...restful holidays at summer resorts like Jasper in the Canadian Rockies, Minaki Lodge in Ontario's Lake of the Woods region or Pictou Lodge in Nova Scotia. Wherever you go, East or West, it's wonderful getting there by CNR.

No matter where you plan to go, your Canadian National Ticket Agent will gladly make all arrangements . . . do everything to make your vacation trip a pleasant, memorable one. Or ask your Travel Agent.

the *Daily Mail* Trust, which by the same deal increased its holding to 50 per cent of the share capital of Associated Newspapers and thus obtained control of the *Daily Mail* group. So far as Geraldine House was concerned, the *Pictorial's* holding in the *Mirror* expanded to such a degree that it became beyond question the owner of the largest block of shares, approaching 20 per cent of the Ordinary capital.

In 1949 the Press Commission reported that there were over 9,000 Ordinary Stockholders; apart from the mutual holdings of the two companies there was no single *Mirror* holding larger than four per cent. To-day there are 10,300 Ordinary Stockholders, with the largest single holding apart from the *Pictorial's* standing at under 3 per cent of the issued Ordinary capital.

In spite of the danger point reached in circulation in 1934, the financial record of the company has always been impressive, and often a source of delight to its Stockholders.

Between 1927 and 1935 it paid over £2 million in bonuses, and before the recent war regularly returned a dividend of 30 per cent on the initial Ordinary capital. During the first world war it paid 60 per cent; during the second, in spite of the heavy Excess Profits Tax, it maintained 10 per cent on a much larger capital.

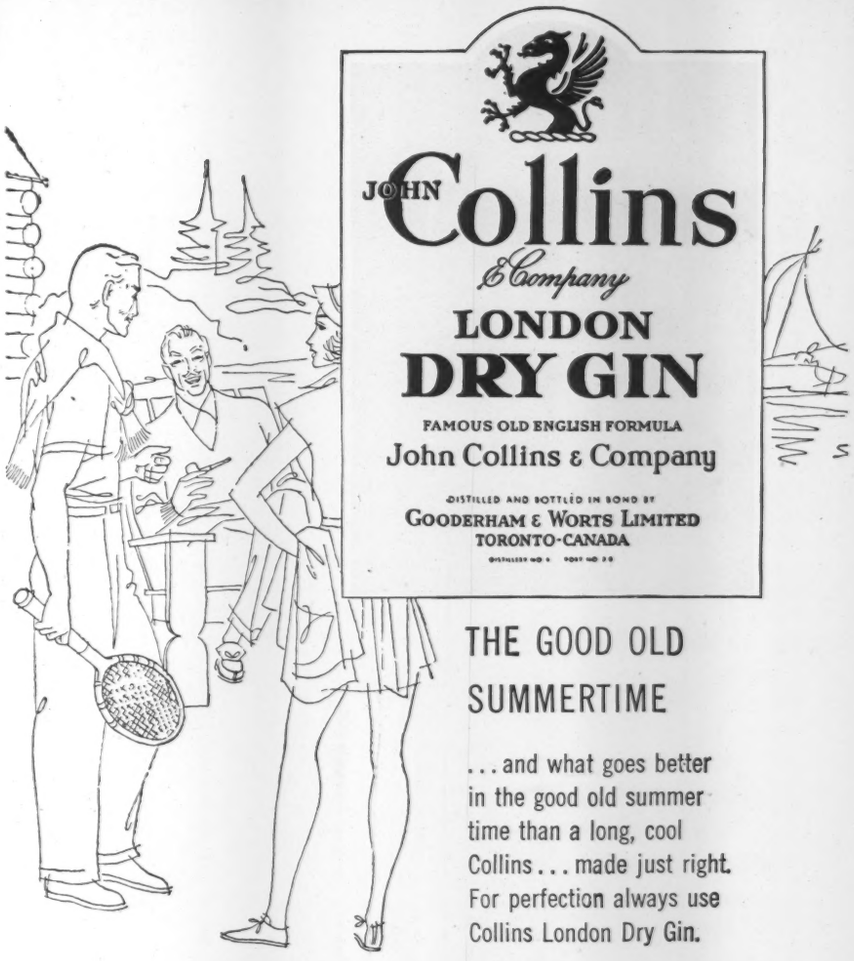
On December 21, 1951, this announcement appeared in *World's Press News:*

"A resignation which has occasioned surprise in Fleet Street by reason of its unexpected nature took place last weekend when H. Guy Bartholomew relinquished his chairmanship of the *Mirror* and *Pictorial* companies.

"In an official statement issued by the respective companies it was said that the resignation had been accepted with regret. Mr. Bartholomew, aged 67, wrote that his advancing years and an earnest desire to promote the advancement of younger men had moved him to this decision. He would, however, remain as a director until the end of the financial year.

"Cecil Harmsworth King has been elected chairman of both companies in his stead."

Thus ended The "Bart" Legend. Those who knew the qualities of the personalities involved expected the succession of Cecil King; he became at fifty the head of the greatest mass-circulation daily newspaper—"an exciting and terrifying prospect", said the *New Statesman*, "even for the nephew of the great Northcliffe". The *Guardian*, which for years had been an interest in the progress of its ramshackle contemporary, the *Mirror*, commented: "Mr. King prides himself on his ability to take the long view and to choose the right men. He has great financial shrewdness. He is a strange man to find at the head of a tabloid newspaper. But he is a nephew of Northcliffe and has inherit-



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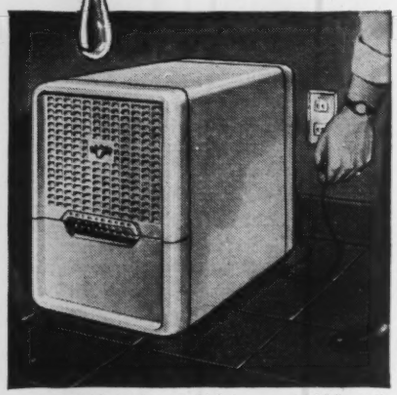

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Plug the Dehumidifier into any convenient outlet and presto—your moisture worries are over for good! Fan circulates moist air over refrigerated coil. Moisture is condensed and collected in container. May be connected to drain. Dry filtered air flows into room.

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Built and backed by General Motors

ed the famous forelock and perhaps something of his uncanny flair for knowing what interests the common man and—more important—the common woman."

In the first year of his newspaper chairmanship he travelled to Australia, Nigeria, the Gold Coast, Germany, America twice and Canada once. He understands in detail the operations of the *Mirror-Pictorial* subsidiary, the Anglo-Canadian Pulp and Paper Mills Ltd., Quebec, for he has been a director of that concern since 1944 and helped to reconstruct its financial affairs; for several years before he became chairman he was responsible for the firm's newspapers in West Africa; he made two journeys to Australia to study the potentialities of the Melbourne *Argus,* its allied publications, and an extensive radio network. In all these operations the parent companies have interests, for the project whose headquarters is in Geraldine House is now world-wide.

What effect will King have on the *Mirror?* It is early yet to tell how large his name will be written when the history of that paper's next fifty years comes to be recorded. All that Fleet Street knows is that there are signs of great activity.

The politicians watched with interest when King took over.

Mr. Aneurin Bevan was pained when the *Mirror,* which had often in the past applauded his vigor and his work for the masses, turned upon him with wrath in 1952 when the machinations of the Bevanite Group threatened to tear the Labour Party wide open. The *Mirror* and its sister paper, the *Sunday Pictorial* questioned Bevan's motives and suspected a bid for personal power.

Mr. R. A. Butler, Tory Chancellor of the Exchequer, was delighted at the spectacle of the *Mirror*-Bevan split. "As for the *Mirror,* it is constant to Jane and unfaithful to Nye", he told his constituents; "I suppose it is a very healthy state for it to be in and long may it continue". Mr. Butler's pleasure was short-lived, for a few months later the paper was lambasting his unhappy colleague, Mr. Oliver Lyttleton, for his mishandling of the Mau Mau disturbances.

It was by then apparent that under the new chairmanship the *Mirror* would not only remain an independent paper of the Left, but would be free of influence by individual politicians.

There is evidence that the paper is becoming more, and not less, political; that it is striving for new methods of presenting serious news as well as light and human items. With a circulation of more than 4,500,000 the *Mirror* claims to be read every day by 11 million people. An immense power for good lies within its grasp.

(This is the last of eight excerpts from the highly successful book by Hugh Cudlipp, "Publish and Be Damned!"—pp. 292 indexed—S. J. Reginald Saunders—$2.75.)

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8 Week Season:
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June: 29
July: 1, 6, 8, 12, 14, 16, 20, 30; Mat: 3, 10, 24, 28.
Aug.: 3, 5, 7, 10, 12, 14, 17, 19; Mat: 21.

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Evenings at 8.30, Matinees at 2.30
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Soon the full-grown leaves may hide broken branches among your tree tops. Summer storms can bring them down. Decay can start its deadly course among them.

Expert pruning by a Davey man is your trees' protection against insects and fungi that thrive on dead wood and penetrate a tree through neglected stumps.

Davey experts are trained in every kind of tree care, from periodic feeding to intricate surgery. Even such strange maladies as wetwood, a weakening and often fatal bacterial infection, can be treated by expert draining. The care Davey men provide is fast and economical, for Davey equipment is unexcelled anywhere. Good care now—pruning, shaping, feeding—will enable your trees to make the most of Spring growth and to stay healthy against the trials of Summer. Look for "Davey Tree Service" in your Yellow Classified Phone book, or write to . . .

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2 p.m.
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Through July 1

THE
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(95th Running)
Saturday, June 12

Sports

Two Characters

By Jim Coleman

CANADA'S RACE TRACKS will have to get along without The Good Kid this summer. The Good Kid suffered his second stroke about six months ago and, although he was strictly a 100-to-1 shot to beat the man with the scythe, his remarkable recuperative powers have narrowed the price to even money. Nevertheless, many months will pass before he can resume his usual bold frontal attack on the pari-mutuel machines.

Seriously, you could have named your own price against The Good Kid when he took his flip six months ago, and there is an apocryphal story concerning his stubborn refusal to give up the battle.

The Good Kid appeared to be unconscious and the Croaker, who had been summoned on the Jesse Owens, looked noncommital after his examination of the little man lying on the bed. The Good Kid's closest friends were gathered and one of them asked: "What about it Doc?"

The doctor snapped shut his bag and stood up, saying: "I'd have to bet fifty dollars that he won't last the night".

The Good Kid's eyes fluttered open. He was paralyzed, but his eyes signalled desperately. He was trying to say something and his lips moved. One of his friends put his ear next to The Good Kid's lips so that he could hear the words.

"Bet," whispered The Good Kid.

His long period of convalescence will be felt by Canadian race tracks from coast to coast. It would seem that his travelling days as a carnival hustler are finished. Even his brother, who is known in our set as Percy Piffles, concedes that the odds against his resuming his customarily active life are too steep to be computed by anyone less than an actuary. Seldom, if ever again, will The Good Kid play "The Buffalo". Seldom, if ever again, will he play "The Snooze".

"The Buffalo" is a gaff which is played three-handed and it is much too complex to be described here. However, "The Snooze" is an elementary wheeze.

The Good Kid says that "The Snooze" was played by carnival hustlers when they were travelling on trains in the Southern States. All the equipment that is required is a good front and a rudimentary knowledge of railway time-tables.

The hustler simply walks through the day-coaches until he finds a vacant seat beside a prosperous-looking sucker. The hustler settles himself. The hustler reads a paper for a while and then tosses it aside. He pulls his hat over his eyes and scrunches down in the seat. Stifling a yawn, he turns to the sucker and says confidentially: "I'd like to take a snooze, but you can't trust the passengers on these trains. Would you mind holding my wallet for me while I sleep."

Naturally, the sucker holds the wallet and the hustler, thanking him profusely, settles down for his snooze. The hustler's snooze is lengthy and apparently deep. As a matter of fact, he doesn't stir until about 10 minutes before the train reaches the stop at which he intends to disembark.

The timing is important, of course, Elmer.

So, the hustler awakes, shakes himself and looks over at the sucker gratefully.

"It was very kind of you to hold my wallet," says the hustler. "I know that you must be tired yourself. Now, you just settle down for a snooze and I'll hold your wallet."

Undoubtedly, in his travels, The Good Kid must have run into Paddy Sullivan or, at any rate, he is certain to have heard of Paddy who, in his younger days, established an international reputation as a practical joker. Paddy was a sporting man and probably many of his old sporting friends in Vancouver were surprised to learn later that he was a brother of John L. Sullivan, the Texas oil millionaire who was Secretary of the Navy in the Truman administration.

At one time, Paddy operated a club upstairs on Granville Street, across from the Old Hotel Vancouver. When things were quiet, Sullivan concocted the odd little practical joke such as signing the Vancouver mayor's name to a telegram.

The telegram was addressed to the chief of police in Calgary. The wire informed the Calgarian that he had been accepted for the vacant post of chief of police in Vancouver. The chief fell for it, too, and hurried to Vancouver. Big laugh.

Business

Efficiency Only Answer To the Buyer's Market

By C. M. SHORT

THE ECONOMIC POWERS assumed by or thrust upon governments everywhere in the last two decades have become so varied and potent as to affect business activity in almost every field and to influence the living conditions of the general public. In Canada expenditures of all governments, federal, provincial and municipal, during the past year rose to about $7¼ billion, this huge amount representing nearly a third of the total value of the gross national production. These expenditures were covered to the extent of about $5½ billion by taxation by all these governments, which in itself represented over a third of the net personal income. Now it might be recalled that a distinguished Australian economist, Colin Clark, who devoted years of intensive study to public finance, once said that the critical limit of taxation was 25 per cent, meaning that taxation beyond that proportion of the national income leads toward a socialized economy.

It should be explained that this $7¼ billion, the total government expenditure, takes in many non-budgetary disbursements that are not shown in the regular budget accounts, although they are disclosed in supplementary financial statements. Thus, the Federal Government spent over $400 million in its last fiscal year, in addition to its budgetary disbursements of $4,390 million, in many directions for loans, investments and working capital advances to such organizations as the Canadian National Railways, the Central Mortgage and Housing Corporation and the old age security fund department. This fiscal year most public authorities, federal, provincial and municipal, will spend more than in the previous twelvemonth, perhaps nearly $7½ billion. However reprehensible these higher expenditures may seem at a time when many people are out of work and most others struggling to keep their costs down, the fact must be recognized that the expenditures will flow through all economic channels and under present conditions act as stimuli to business and employment.

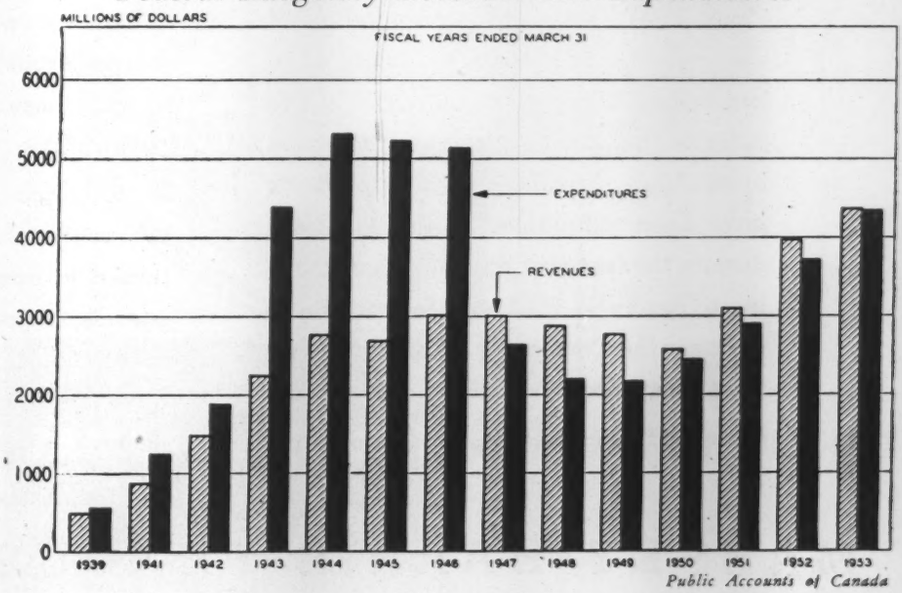
Most of the increase outside the federal field will be for public works, such as roads and educational facilities, which are really necessary and which, of course, require materials and labor. While this work is in progress, its effects will be quite as stimulating as private undertakings, although upon completion it will not serve to add much, if at all, to the productive system of the country. Under the conditions of some former years when civilian demands for materials and goods increased and at the same time competed with rising government requirements, such greater public expenditures were inflationary, but at present they should have no more than a stabilizing effect on prices.

The best economic aid would be taxation relief, particularly in the form of lower levies on goods and services; that is, a reduction in sales and excise taxes which would cut prices to the consumer to an appreciable extent. But most of the relief of this kind was given last year before the general election, and not much could have been expected this year.

The Federal Government has during the last two years exercised some of its great monetary powers with a view to aiding business and the consumer public. It completely relaxed the tight credit restrictions it imposed soon after the outbreak of hostilities in Korea, and having regard to the resultant surge of instalment buying probably has some regrets that it was so generous in that move. More recently the Government has sought to establish a more flexible credit system by bringing about a reduction in the Bank of Canada's rediscount rate, in sanctioning a move to raise or lower, as changing circumstances might require, the reserve regulations that the commercial banks would have to observe in their relations with the central bank, and in forcing the commercial banks into the mortgage field. These measures have been designed to broaden the credit base and thus stimulate private capital expenditures and thereby prevent a moderate business recession from turning into a real slump.

There is in this situation a challenge as well as an opportunity to private enterprise. However effective these credit policies may prove to be, they cannot in themselves bring complete recovery from the economic disabilities that this country has suffered during the past three years. Businessmen, workers and farmers who have not yet got down to improving their efficiency will find themselves unable, even with the greater government aid now available to them, to compete profitably in the buyer's market of today.

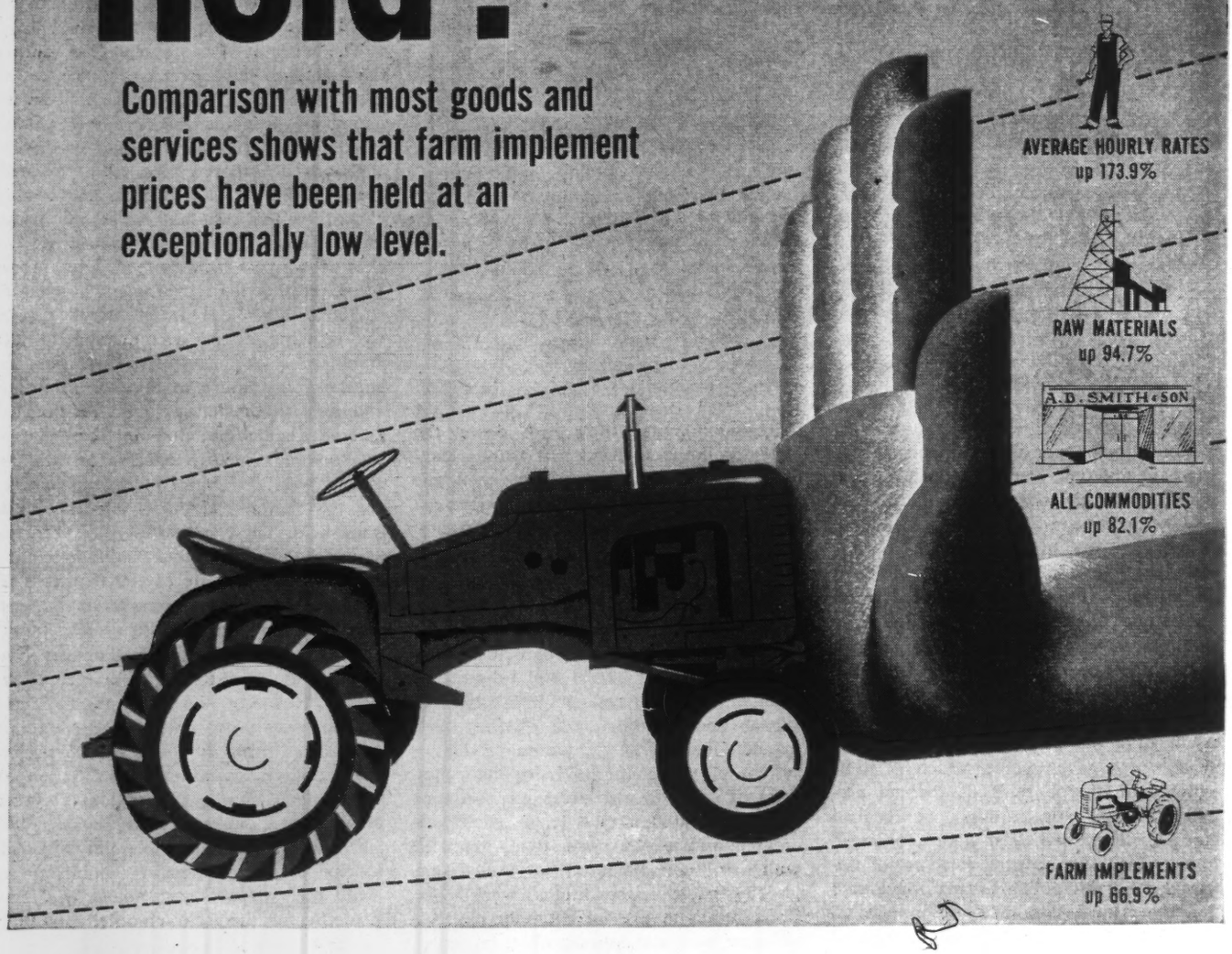
Federal Budgetary Revenues and Expenditures



Public Accounts of Canada

Held! ...Farm implement prices!

Comparison with most goods and services shows that farm implement prices have been held at an exceptionally low level.



Since 1941, the retail price index of Canadian - made Massey - Harris farm implements increased by only 66.9%. The index of "all commodities" has increased by 82.1%*. Prices of farm implements have been maintained at this low level despite the fact that Raw Materials have increased by 94.7%*, and Average Rates of Pay in the Company's Canadian plants have increased by 173.9%.

Increased efficiency in production, and a high volume of sales enabled Massey-Harris-Ferguson to maintain their prices during these years at an increase of only 66.9%.

In a period when farmers, because of the scarcity and high cost of labour, turned to greater mechanization of their operations to maintain production and lower costs, Massey-Harris implements gave them exceptional value for their money.

*Indexes published by the Dominion Bureau of Statistics.

MASSEY-HARRIS-FERGUSON LIMITED

Advertising

Beginning at Home

By John Carlton

A HEAD START for the summer touring season has been made by the Ontario Department of Travel and Publicity. For the next three months every daily newspaper in the province will carry a series of 500-line ads urging "Explore Your Own Province — Ontario". All weekly newspapers in the same territory will display 250-line presentations of the same story, telling Ontarioans of the holiday delights offered by their own province. Coupons will be used to bring requests for full information.

A second campaign will be addressed to Canadians as a whole, the schedule including leading Canadian magazines. Half-page, two-color ads will tell of the glories of Ontario's tourist haunts. A third campaign will be beamed at French-Canadians via French daily and weekly newspapers and color movies, urging readers to "Get to Know Your Neighbor" — Ontario.

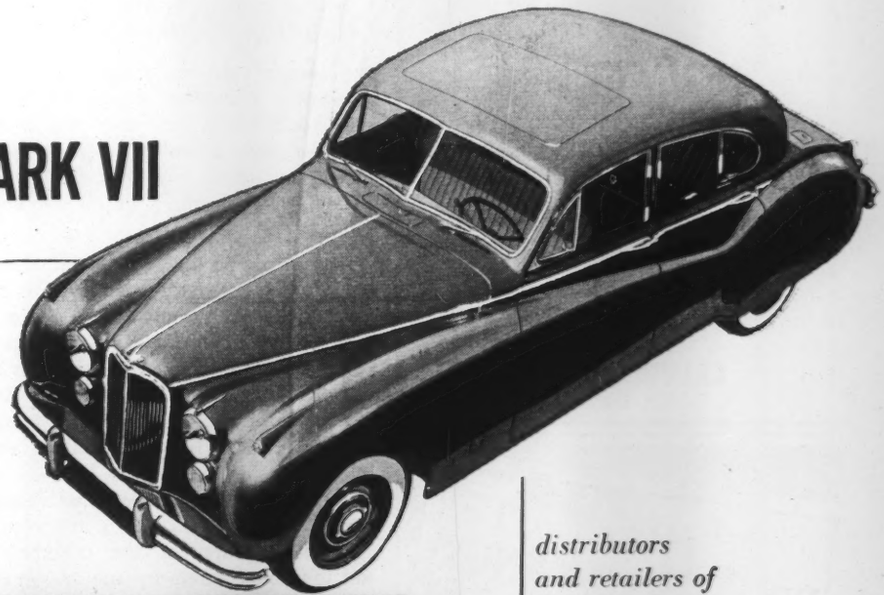
The "record purchase" of 359 modern passenger cars to go into service all across Canada has inspired the Canadian National Railways to advertise in a big way for a share of summer tourist business. Full-color ads in magazines explain that the immediate purpose of the new cars is "To make your vacation in Canada even more wonderful". Attractive features of the new cars are played up in vignette illustrations, together with several scenic allurements to be met with on the system. Newspaper displays are captioned, "For 'Travel Living' as you like it . . . Go CNR . . . smart new comfort . . . smart new equipment". It has always been customary for the CNR to place its square logotype, in reverse type imposed on a maple leaf, at a saucy angle. In this current campaign the logotype is set perpendicularly—in keeping with the dignity of the new appeal.

The display of related merchandise in retail stores, is a practice which most manufacturers endorse as a means of stimulating impulse buying. One such suggested display is something at which manufacturers of detergents are looking down their noses. It is appearing in Canadian food papers and suggests that a certain make of "high margin" rubber gloves be placed next to "low margin detergents and other household cleansing compounds". Retailers are reminded that "every housewife wants to protect her hands while she's doing her housework", and that the gloves advertised "offer the quickest, simplest way to softer, lovelier skin". The inference that all detergents and cleansing compounds are hard on the hands is something of which the manufacturers concerned take a dim view.

The war against flying bugs is being carried aggressively by Canadian Westinghouse's promotion of Bug-A-Way insect lamps. The lamp does not slay the creatures or give them more than temporary inconvenience. Copy explains that "actual tests prove that insects do a fast exit when they get a glimpse of the yellow light from a Westinghouse Bug-A-Way lamp". Other advertising for the control and extermination of flying bugs is under way, but little is being done to stop the raiding for which picnic ants are sharpening up their antennae.

The question, "Should advertising agencies sign the ads they prepare for clients?" has been debated many times. Advertising for "Rite" toilet paper carries, in very small type, a footnote reading, "Prepared by James Lovick and Company, Ltd., Montreal". The copy claims that the product "Suggests good taste and dignity". The illustration shows a trade character, whose head and torso is a roll of "Rite" toilet paper, ushering two guests into the house where he is employed.

Jaguar MARK VII



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Gold & Dross

By W. P. Snead

Consolidated Paper

I HAVE *a considerable holding of Consolidated Paper. Last summer and again in February, you recommended that these shares be held. Now they are selling at 49½. Do you think they should still be held or should I at last sell them? —W. A. L., Toronto.*

The primary factor in the rise of the paper stocks has been the trimming of the exchange premium on the Canadian dollar which has brought the rate down under two per cent. The factors behind this reduction were fully covered in J. Ross Oborne's article in the April 3 issue, dealing with the changes forced in the bond markets by Federal policies.

The enthusiasm generated by the decline in the exchange premium has now carried many paper stocks, including Consolidated, above their previous highs. A little reflection will show that the change in earnings provided by a shift in the rate has been more than discounted. Dividend yields are dropping below 5 per cent.

This brings Consolidated into a speculative bracket and a selling range. Hold your position with a one point stop loss below the high, or take your profit.

Canadian Canners

ABOUT TWO *years ago I purchased some Canadian Canners. Recently this stock, which has also paid a* $2.00 *dividend, has taken a nosedive to* 22. *Would you advise buying at this low price, switching to something else or just holding on?—W. D., Windsor.*

The cause of the rapid decline in Canadian Canners is all too evident in the balance sheet recently released for the year ending February 28, 1954. Earnings per share dropped to $1.73 from the $2.55 earned in 1953. This represented a further extension of the downtrend in earnings that has extended from the $3.67 earned in 1951.

When we last reviewed this company, June 27, 1953, it was noted that the financial position of the company was not too good. Inventory was far in excess of working capital and the heavy debt position provided cause for concern.

The latest balance sheet shows that working capital was reinforced by the sale of $4 million of 5 per cent 20-year debentures, bringing it up to $15,391,354; inventories were reduced by $3,311,606 to $16,359,399. This brings the working capital-inventory ratio closer to the 1-1 level, which is regarded as the safe proportion.

The problems the company is facing are expressed fully in the bald statement in the report that "Net profits from canning operations were less than 1/3 of one cent per unit". Contrary to general opinion, the canning business is a far from stable operation. Products must be sold in a fiercely competitive market in which the greatest part of the volume is handled by chain stores and supermarkets. The canner must attempt to assess this market months ahead, while incurring his costs in the short canning season for each product. Under or over estimates of the market lead either to lost sales or rapid accumulation of inventory. Inventory that has to be carried on bank loans for a considerable period increases costs and may have to be sold at a loss to discharge the obligation.

With inventory still very high and profit margin small, the decline in this stock is apparently also forecasting a reduction in the dividend back to the old rate of $1.25, which had been maintained from 1946 to 1951 with extras being paid when funds were available. Certainly it is evident that a $2.00 dividend cannot long be paid out of $1.73 earnings. On the basis of the previous percentage of pay-out from earnings, the $1.25 rate would appear to be a reasonable expectation.

Such news might affect the price of the stock still more and it might possibly be forced down to a test of the 18-19 support level. At that point, if the expected rate is declared, the worst would seem to have been thoroughly discounted and an additional purchase could be made for a possible recovery to around 22-23.

D. A. Stuart Oil

I HOLD *D. A. Stuart Oil Company stock purchased at* 12. *While it does not reflect any capital appreciation, I get a very good interest yield. Would you advise me to increase my holdings at the present market price of the stock?—E. P., Kitchener, Ont.*

This is an interesting little company with a long-established position in the specialized field of cutting oils for manufacturing processes and lubricants used under extreme pressure and operating conditions.

Manufacturing is conducted in Chicago, Illinois, and its patented products are distributed throughout Europe as well as the United States and Canada.

The capitalization is small with only 103,820 shares of the authorized 200,000

outstanding and with no funded debt; the last balance sheet shows an equity per common share of $21.10. Net earnings have expanded considerably from the post-war low of $144,838 to $420,484 in 1953.

From the balance sheet the company is in an excellent financial condition and with the present dividend of 80 cents affording a yield of 6.7 per cent, it appears to be a good buy for income.

Fanny Farmer

WHAT IS YOUR *opinion of Fanny Farmer Candy Shops? I hold a small block for which I paid $30 per share. Would you advise taking my loss or holding for future improvement?—C. A. R., Toronto.*

Fanny Farmer reported an increase in net profit from the $591,137 earned in 1952 to $656,973 in 1953. This represents the second year of improvement since the low point in earnings was reached in 1951 in the long decline from the 1946 peak.

From the bounding price of raw cocoa, which has been a consistent feature in the commodity news for some weeks, it appears that the trend of increased sales will be offset by mounting material costs and earnings will tend to hold static.

This is reflected in the price of the stock, which since the beginning of the year has held to a range of 20-23 and moved between 25 and 19½ last year.

Last year's low of 19½ represented the terminal point of the long decline that carried the price down from the 1947 high of 67. While there are no indications of a broad recovery at the present time, it appears that the stock can be held for income and a possible recovery to 24-25.

Ford of Canada

I HOLD *some Ford of Canada "A" stock which now shows me a very considerable profit. What is your opinion of the outlook for this company? Do you think it wise to continue to hold this stock in hopes of a further price rise or should I take my profit now?—T. McM., Toronto.*

Ford, which is now trading in the 96-99 bracket with a yield of only 4.35 per cent, appears to have moved into a definitely speculative bracket. Certainly it appears to have discounted all of the possibilities of this year with the exception of the persistent rumor of a stock split.

Such an event could conceivably provide the impetus to lift the price to an objective of 118-20. However, stock splits are usually accompanied by increased dividends on the new stock and such a development seems hardly likely to occur. The enormous expenditures required for the new plant at Oakville have trimmed

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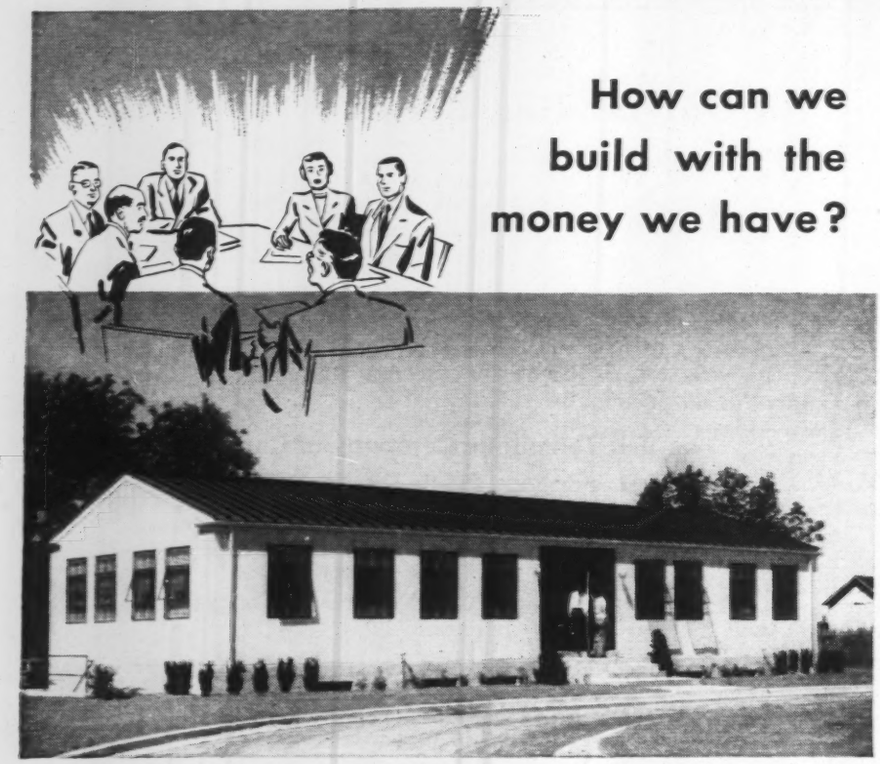

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the working capital position considerably, as the annual report shows. Working capital declined from $49.5 million at the end of 1952 to $38.1 million and it seems reasonable to expect that the excellent management will seek to restore working capital before considering any advance in the dividend rate.

The outlook for profits is not so bright as in previous years. According to the record, Canadians bought 17 per cent fewer cars and trucks in the first quarter of 1954 than a year ago. So far this year, however, Ford has captured a greater share of the available market than last year.

With the peak selling season at hand and the traditional July 1 peak of sales only a few weeks away, the battle for sales, evident in advertisements offering new cars at substantial discounts and practically nothing down, indicates buyers are rather difficult to find in the quantities required to absorb new car output.

This is evident in the United States where a recent report indicates more than 600,000 cars in dealers' hands.

Without going into all the ramifications of automobile merchandising, it is not too difficult to see that the fierce competitive battle in the low price field may result in serious dislocations in both new and used car markets.

Balancing this picture against the possibility of a stock split indicates that a little caution is necessary. The price see-saw between 96 and 99 of the past few weeks indicates considerable selling pressure is being applied on rallies and a look at the short position, which indicates that 3,155 shares are on the Toronto and Montreal short lists, shows where some of the selling pressure is coming from.

With the stock now in a speculative level, it is evident that trading tactics should be applied. From the chart pattern a protective stop-loss at 95 is warranted and a spill through 91 provoked by a reaction in New York could easily carry the price down near 80.

In Brief

OU I WAS *advised to write you concerning LaSalle Yellowknife Gold Mines. Is the company still in existence? Are the shares of any value?—Mrs. B. S., Thames Ditton, Surrey, England.*

Still alive with a uranium prospect. Quoted ½ cent bid; 1½ cents asked.

CAN YOU *tell me what happened to Kaladar Gold Mines?—R. O., Toronto.*

The company is dead.

LOOKING *through some old papers I came across a certificate for Queen of Sheba Gold Mines. Any value?—T. H. H., Arnprior, Ont.*

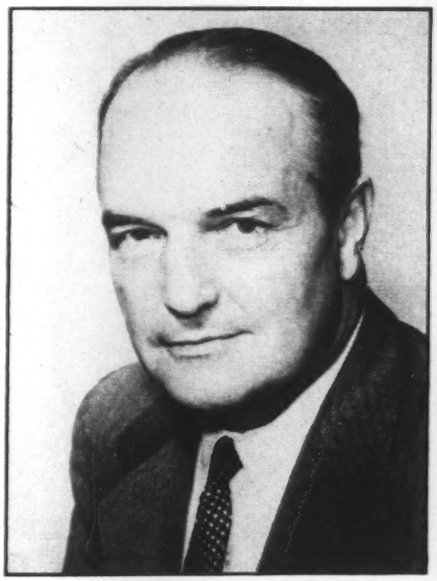
Little Sheba went west.

Who's Who in Business

The Man With Two Careers

By J. W. Bacque

THERE IS something tense and exciting about the way a shiny, ponderous North Star rumbles down a runway until it begins to lift lightly away from the earth. TCA's President, Gordon McGregor, has felt that excitement in flying since he first soloed in 1932. "I had always been interested in flying," he recalls. "There was a very good little flying club in Kingston, where I was living at the time. I soloed after five hours in a Gypsy Moth, which weighs about as much as the propeller on a Constellation. I've never been without a licence since."



GORDON McGREGOR TCA

Although he resisted any temptation to buy his own plane, he became one of the best amateur pilots in the country, and three times won the Webster Trophy, presented annually to the best civilian aviator in Canada. With a friend, he piloted the first private light plane to cross northern Ontario via the Trans Canada Airway, which in those days consisted of a few isolated airstrips scattered hundreds of miles apart in the wilderness.

He went overseas in 1940 with the RCAF, arriving in Britain just as the Nazi air assault was beginning. "I spent six months in Hurricanes, bless their hearts," he says. "The Spitfires looked after the fighter escorts, while we worked on the bombers." He shot down five enemy aircraft, received the Distinguished Flying Cross, and rose to command RCAF Squadron 402.

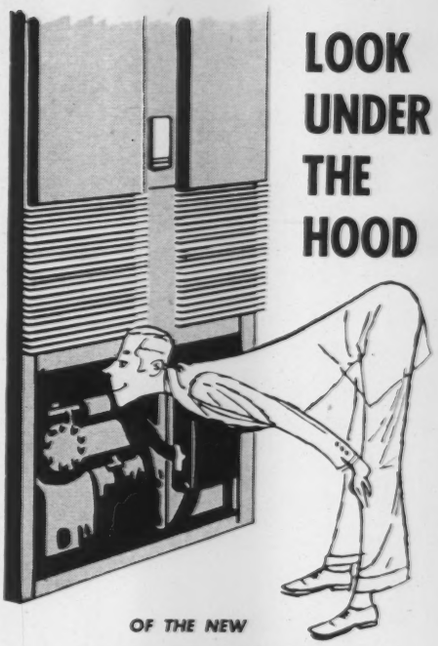
At the end of the war, TCA president H. J. Symington was looking for top executive recruits to meet the anticipated expansion in TCA service, and he offered Mr. McGregor a job. The senior position he held with the Bell Telephone Company before the war was being kept for him, but the opportunity to combine his love of flying with his business ability made the TCA offer too attractive to refuse. Within a few months after joining TCA in December, 1945, he was made General Traffic Manager, a post roughly comparable to that of vice-president in a manufacturing concern. He became interested in IATA, the international organization of commercial airlines, and acted as chairman of the first postwar conference to organize air traffic in Rio de Janeiro in 1947. A year later, he stepped up to the presidency of TCA, and in 1953, IATA made him its president.

Of TCA's non-competitive position, Mr. McGregor comments: "A monopoly concern has to treat the customer very much more carefully than a competitive company. The monopoly position tends to produce a 'chip-on-the-shoulder' attitude in the customer. And we can never say, 'If you don't like us, go somewhere else'. I remember saying when I was with the Bell that, if I ever had to make the choice again, I would get into a company that was strictly competitive."

Mr. McGregor's entrance into the Bell organization was remarkably casual. "I was working for the summer when I was in engineering at McGill," he says. "I heard the Bell had jobs open. More out of curiosity than anything else, I went to see them. They offered me a job, and I was with them from 1923 to 1939."

TCA still holds the greatest attraction for him, and he enjoys "shop talk" more than anything else.

"We're very pleased with the Connies (Lockheed Super Constellations) that we've ordered," he says. "They've stood up well in training, always a hard thrash on aircraft because of the high proportion of full power take-off hours. But our greatest drool at the moment is for the Vickers Viscount turbo-prop plane. I understand it's doing very well in Europe at the moment, and it should be a wonderful asset to TCA."



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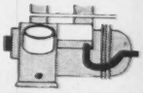

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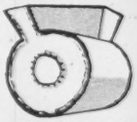

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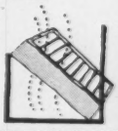

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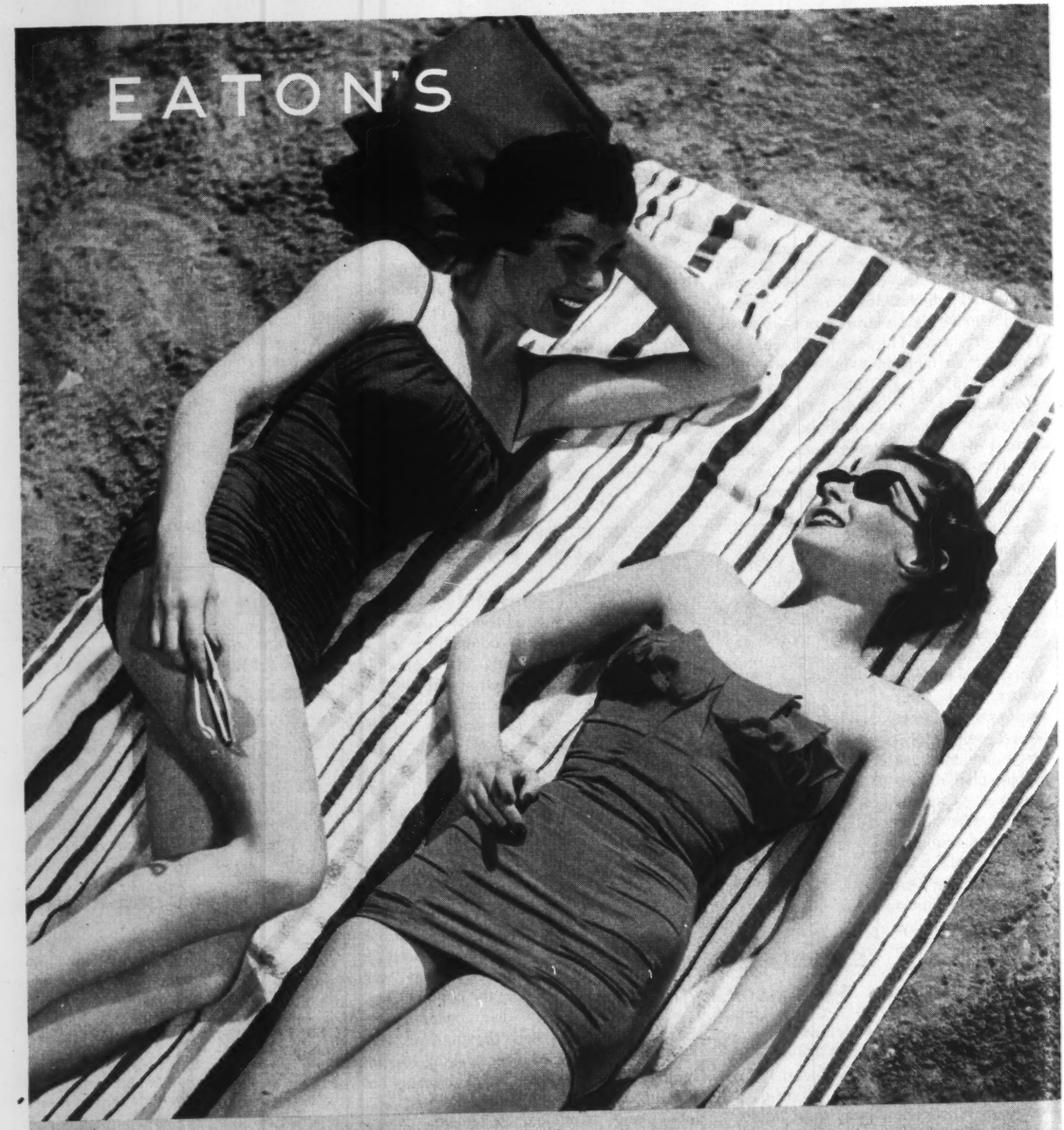

WATER SHEATHES

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Sleek as a water-baby's dream of summertime — our new collection of dip-or-dive sheathes. Here, just two of several Eaton Exclusives— the slimly shirred "Wonderfit" in new wool sharkskin with a camisole top, and the new petal-clasp "Beau-catcher" in water-treated taffeta . . . Both are typical of the charm and variety in the acquacade of swim suits at Eaton's.

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Conversation Pieces:

On the second of June, Helena Rubinstein celebrates 25 years of selling cosmetics in Canada by officially opening her new laboratory and plant on the Queen Elizabeth Highway near Toronto. With her will be her husband, Prince Artchil Gourielli, since the new laboratory will also produce the Gourielli line of cosmetics for men. This will be the Prince's first visit to Canada. The entrance foyer of the new building features a circular stairway, built in a circular wall, facing the two-storeyed front wall of glass. The foyer walls are of magenta and lime green, with a royal blue ceiling.

Quebec's civil code does not discriminate against women—only against married women. Spinsters and widows are regarded as competent human beings; married women, as merely part of the family unit, unable "to have and to hold". Their complicated legal status has been condensed into a 100-page hand book by two Montreal lawyers, Mrs. Wilhelmina Holmes and Joan Gilchrist.

The Vancouver Women's Canadian Club has established a scholarship in medicine, in memory of the late Mrs. T. J. (Tillie) Rolston, who was British Columbia's Minister of Education and a member of the Club.

If you are of British descent, you probably have "pedigree hair", according to Nicol, a London (England) hair stylist. "Almost without exception, the three main types of English hair have remained true for nearly 1,000 years," he claims. If your hair is a rather uninteresting brown, you are the Norman type; if blonde and very fine, you have Saxon hair; coarse blonde hair belongs to the Danish group.

New Presidents: Mrs. David Vise, of Toronto, of the Board of Directors of the Jewish Family and Child Service; Mrs. W. B. Doerksen, of the Winnipeg Council of Women; Mrs. Edgar Burton, of the Women's Committee of the Toronto Symphony Orchestra; Mrs. A. H. Young, of Burnaby, of the BC Parent-Teacher Federation; Mrs. E. J. Peek Philpot, of the Women's Auxiliary of the Vancouver Art Gallery; Mrs. Percy J. Steel, of Saint John, of the NB Council of Women.

Tweeds will be important this Fall, but smoother, more cosmopolitan and richly colorful, according to Jacques Lesur of New York, a foremost arbiter of fabric trends.

Weddings: Marie-Hélène Chevrier, daughter of the Hon. Mr. Justice Chevrier of the Ontario Court of Appeals, and Mrs. Chevrier, of Toronto, to Capt. Michael De Lisle Kearney, aide-de-camp to Lt.-Gen. Guy Simonds; Paulette Elvira DeBaere, daughter of Mr. and Mrs. Charles DeBaere, to Dennis Elwyn John Hooke, son of the Hon. A. J. Hooke, Alberta's Minister of Economic Affairs, and Mrs. Hooke, all of Edmonton; Geraldine Ogilvie, daughter of H. A. Ogilvie, of Toronto, and the late Mrs. Ogilvie, to George Caldbick, of New Liskeard, Ont., son of Crown Attorney and Mrs. S. A. Caldbick, of Timmins, Ont.; Willa Kathleen Birks, daughter of Mr. and Mrs. Henry Birks, of Montreal, to James H. McDougall, of Butler, Pa.; Muriel Kathleen Henderson, daughter of the Archdeacon of Peterborough, and Mrs. W. P. Robertson, to Thomas John Allen, both of Peterborough, Ont.

women

Arnott & Rogers

SUMMERY *cotton, with pastel water lilies traced on a white background, designed by Horrockses' Fashions, about $40. Available at Eaton's in Vancouver, Victoria and Winnipeg, and at Creed's in Toronto.*

CORNER *of the library in the apartment of Mr. and Mrs. Charles Foster, which has Canadian made furniture, copied from original French provincial pieces. Four early engravings of the town of Bath are on the wall. Pale gold cushions accent the soft aquamarine of the sofa.*

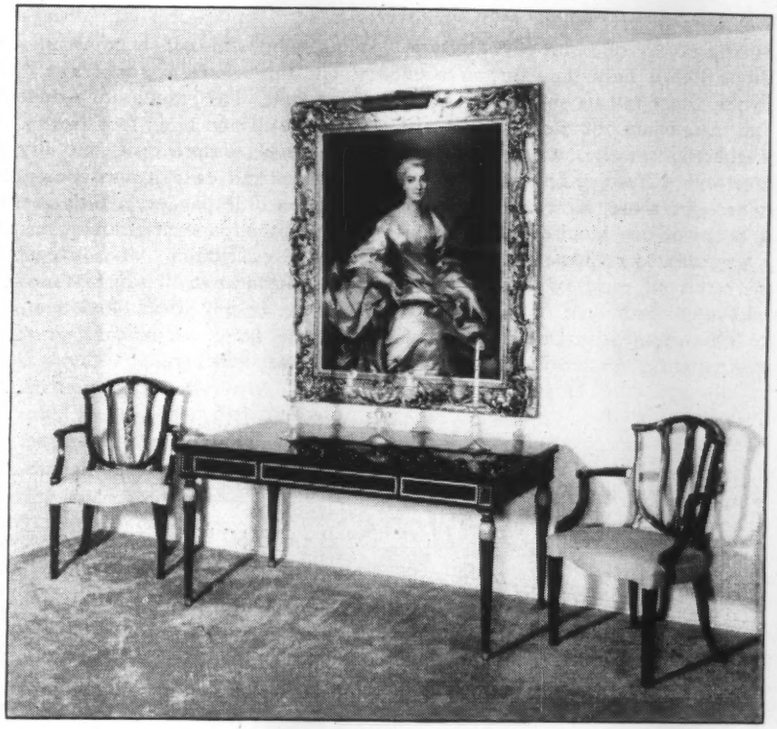
THE TREND in Montreal has been to stay in the city rather than go to the suburbs. There, families who gave up large homes often moved into apartments almost as spacious. Now Toronto is beginning to follow this pattern. One of the finest buildings designed to provide such accommodation is 10 Benvenuto Place on the brow of Avenue Road hill. It is named after the home of Sir William Mackenzie, which occupied the original site.

The photographs on these pages were taken in the apartment of Mr. and Mrs. Charles Foster, which has six rooms, three bathrooms, and four terraces that give fine views over the city and Lake Ontario. Herbert Irvine, of Eaton's Interior Decorating staff, was their decorator. He kept two things in mind: that the Fosters wanted their new home to look as much like their old one as possible and that they wanted it to be in the same restful vein.

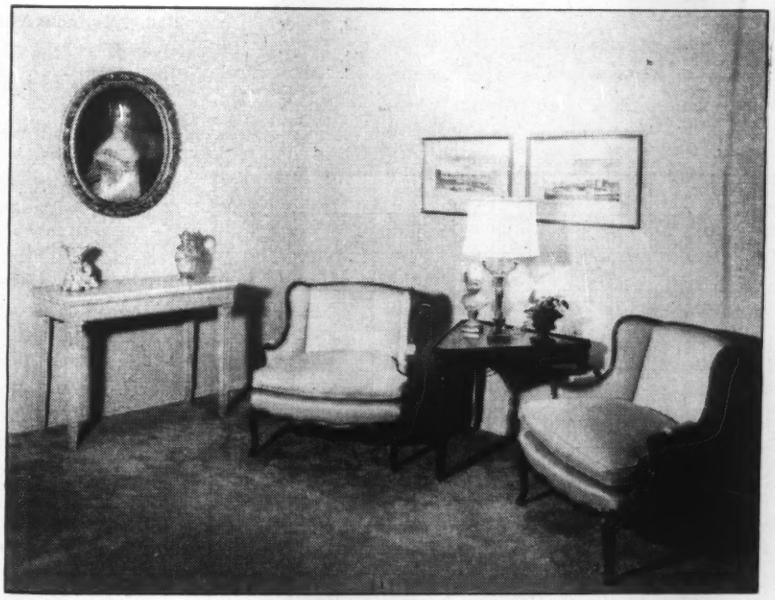
For the restful look, he kept the entire apartment to monotones. For the livingroom and library, he selected the same varied values of aquamarine he had used before, again basing the dominant shade on the color of the woman's gown in the 18th century French portrait (see the facing page). He also utilized from the former home a pair of portraits in pastel from the period of Charles II, which, oddly enough, came from the estate of Sir William Mackenzie.

DRAWING ROOM *is in varied shades of aquamarine, the two French armchairs being in pale amethyst. The curtains of the 23-foot window are of silk taffeta over matching silk gauze. The wall-to-wall carpet was handmade in the Netherlands. Also shown is one of a pair of pastel portraits from the period of Charles II.*

DOMINATING *the drawing room in the Fosters' apartment is this handsome 18th century portrait, above a table and two Hepplewhite chairs.*



Trend to Apartment Life



Photos: Everett Roseborough

FACING *the drawing room windows is this Louis XVI console—table (of Italian derivation) and a pair of Louis XV bergères in pale gold. The other pastel portrait (see photograph on the opposite page) appears here.*

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Food

By Bevis Walters

AT THE COURT of Louis XV, DuBarry shone like a fiery star, for, in addition to the usual talents she could cook.

In an age when the demands of the senses got top priority, when Paris was the refectory of Europe, and when a new recipe brought more fame to its author than a poem of one hundred stanzas, DuBarry was able to compete with the best.

The secrets of most of her alimental triumphs died with her, but some few survive. One of these is Omelette Caviar, a dish greatly appreciated by her fatigued King, who was also a gourmet.

The ingredients are few. The directions are simple. The results are wonderful.

Beat well and long, four fresh eggs. Stir in a level teaspoon of fine dry breadcrumbs. Add two heaped teaspoons of caviar, a little parsley, a little grated lemon rind, and a quarter of a teaspoon of chopped mild onion. Mix all together. Put into a frying pan in which some butter is bubbling briskly. Cook first one side and then the other. Serve flat.

Begone, dull care!

• •

On the See-Saw

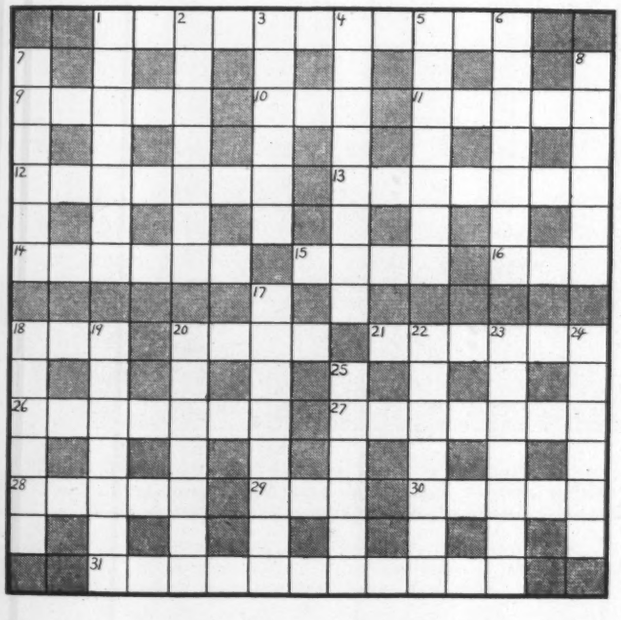
By Louis and Dorothy Crerar

ACROSS

1. See 21.
9. Corrigan's way. (5)
10. See 16. (3)
11. Did it take drive to compose his operas? (5)
12. Kind of handy sewer cover? (7)
13. No doubt they can't get their teeth into adages. (3, 4)
14. See 21.
15. 10 with these? Yes, to the very end. (4)
16. Sold out of 13, 10 rises or falls with what's left. (3)
16, 28. No doubt the 21, 14 did, like the surgeon. (8)
18. It takes men to compose an opera. (3)
20. To be this animal is lagging. (4)
21, 1 across. But this is not to say the blind are incredulous. (6,2,9)
21, 4. Mutual understanding reached by observation with two 15, of course. (6,3,2,3)
21, 14. A leader of men out of sight, as it were. (6-3, 3)
26. Expands to haphazard fun when going to first of 13. (7)
27. Over which many a man lost his head when high. (7)
28. See 16.
29. You know it sounds like organization. (3)
30. No doubt the African sees his in a glass darkly. (5)
31. See 22. (3,3,5)

DOWN

1. Worship lazy 15, by the sound of it. (7)
2. A frightening sound will finish the bogy. (7)
3. The French view, maybe, of a tenant. (6)
4. See 21.
5. I've sand to throw over one who does. (7)
6. These people have no complete answer to a microbe. (7)
7. The 16 when cut of order, may bind. (6)
8. The jig was up! (6)
17. Naturally hasn't been, since going out more. (8)
18. Columbia Broadcasting System has the spirit! (6)
19. Sneer if you like, but good breeding does! (7)
20. The Papal view? (4, 3)
22. Time to 31 of day depart. (7)
23. It takes a moment for nits to jump over the insect. (7)
24. A look of danger? (6)
25. The saint with a list can still walk! (6)



Solution to Last Week's Puzzle

ACROSS

1. Animal crackers
10. Easterner
11. Manse
12. Teak
13. Sensualist
15. Regulate
16. Tariff
18. Fiance
19. Childish
22. Hemisphere
24. Herb
26. Large
27. New potato
28. Whipper-snapper

DOWN

2. Nostalgia
3. Meed
4. Longest
5. Rarest
6. Combatable
7. Ennui
8. Sweat of the brow
9. Letter of the law
14. Black sheep
17. Itinerate
20. Hard won
21. Shiner
23. Merci
25. Hoop

Films

International Snatch

By Mary Lowrey Ross

NIGHT PEOPLE carries us right back to the wartime espionage cycle, with spies, international thugs, and the dependable old formula that anything they can do, we can do better. Fortunately, however, it is miles ahead of the espionage films of the early Forties. This is largely because Nunnally Johnson acted both as writer and director, an arrangement that usually works out satisfactorily if the writer happens to be a man of parts, with none of the essential parts missing.

The setting here is Berlin, and the problem is created by the kidnapping of an American Army sergeant by Soviet agents. The victim's father (Broderick Crawford), a big Toledo industrialist, rushes to Berlin, where he plunges roaring into the china-shop of international negotiations. As it works out, the negotiations are in charge of a high-strung, savage-tongued intelligence officer (Gregory Peck) who sets out to re-educate the tycoon on East-West techniques and the principles of the international snatch. Before the end, Intelligence Officer Peck has not only enlightened the industrialist, but nailed down a Soviet operative and rescued the sergeant, while flirting irresistibly with any female secretary or operative who happens to be handy. The handiest here are Rita Gam and Anita Bjork, both worthy of the Peck attentions.

20th Century-Fox

GREGORY PECK and Anita Bjork play in "Night People".

You may wonder whether a responsible intelligence officer would behave quite as impetuously as Gregory Peck does here, and why the Soviet emissaries didn't insist on taking at least a peek at their exchange before hustling her off to the Eastern zone. There are, in fact, any number of points in *Night People* that won't bear up under later analysis. But Nunnally Johnson has been so agile in shifting attention before it has a chance to focus that incredulity never has an opportunity to settle. The cast has worked right along with him, and the performances are as smooth as they turn out, on examination, to be implausible. Altogether *Night People* is such a handsomely gift-wrapped goldbrick that you aren't likely to quarrel with its contents.

It is another CinemaScopic production, which means that the lovers still seem occasionally to be exchanging stereophonic endearments from opposite boxes of the theatre.

Judy Holliday is probably the only actress on the screen, or anywhere else, who can make an excitingly intelligent performance out of sheer dumbness. The dumbness indeed rises into a special dimension, in which it becomes not only touching but rational. ("I'm not unreasonable," she points out in *It Should Happen to You*. "I'm reasonable. It's you who are 'un'.") The special quality of her a-mentality is easily distinguishable from the wide-eyed nitwittedness of Marie Wilson or Gracie Allen. Their dumbness is a specialty. Judy's, as long as she is on the screen, is a state of being. She has her own private world in which she gropes her way towards wonderfully cockeyed conclusions that have, for her at least, an unassailable logic. When she shifts position, she does it with the sudden ecstasy of conversion, so that now all the conclusions she had contrived to turn upside down come rightside up, and everything is more hopelessly scrambled than ever.

Her present comedy has to do with a working girl so frustrated by anonymity that she rents a billboard on Columbus Circle. The billboard offers no clue to her identity except her name, Gladys Glover, in twelve-foot letters. The events that follow have the wild logic that the heroine applies to her own special problems. Altogether it is a very funny picture.

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Letters

The McCarthy Invitation

WHEN (Willson Woodside) has Sen. McCarthy's "bright young assistants" gathering together the names of Father J. E. Branch, John Hladun, Stewart Smith, John Blackmore, Adrien Arcand, and Camillien Houde, in a "very mixed bag" of McCarthy sponsors, I suggest that the "bag", partly at least, is a figment of Mr. Woodside's fertile imagination.

Had Mr. Woodside condescended to get in touch with Radio & Press Publicity, the anti-Communist organization founded by Father Branch in 1942, he never would have written that ". . . the next step appears to have been an invitation (by McCarthy) to Father Branch to 'come down and see me' early in February".

I possibly could have saved considerable embarrassment to all concerned by pointing out that Sen. McCarthy—or any of his staff—and Father Branch—or any of his organization—have never been in communication, at any time, on any subject.

I say this advisedly, because I have known Father Branch for 21 years. After the Second World War, I became his confidant and part-time helper, and have now been for some time his personal assistant in the anti-Communist campaign. Had there been any such "invitation" from McCarthy, I would immediately have been advised and consulted. Father Branch's thousands of friends across the land, familiar with his untiring efforts against those who challenge and imperil our Christian and democratic way of life, will not be misled by the sly attempts being made to link him with the "Quebec Fascists" and with the hysterical Canadian-brand "McCarthy scare".

To the man who dared expose Russian Communist designs on this country at a time when it was extremely unfashionable to do so . . . it must seem ironic that in this period, when it is fashionable to attack Communism, a serious attempt should be made to link his activities with those whose efforts combine extremely poor taste with dubious intentions, if one is to judge them by their unsavory past . . . This letter (was) written solely to rectify, in part, an injustice done to Father Branch, and not to justify or to condemn McCarthy. Our views on the latter have been repeatedly expressed in the columns of *Our Way of Life*. . .

Ottawa ANDRE A. BEAUREGARD,
Managing Editor,
Our Way of Life
Radio & Press Publicity, Publishers

Trans-Canada Highway

I HOPE the paragraphs in "The Front Page" are only the beginning of further comment on the non-existent Trans-Canada Highway.

The present ridiculous expedients necessary for car travel across Canada are a disgrace—either putting your car on the CPR to the coast from points west of Winnipeg, driving through a foreign country, or risking damage or wrecking of the car on the present Canadian highway. . .

Regina DOROTHY KAMEN-KAYE

Revivalists

IN YOUR issue of May 8 there is a letter from Winnipeg asking for a write-up on "revivalists" and Billy Graham in particular . . . Billy Graham has been before the public for some years and I imagine he would welcome any exposé of his intelligence, his character, his methods, his message and the quality of his audiences . . .

Of course there have been, and there may be today, some revivalists of unsavory reputation, but even the best have their adverse critics. Opponents of the Christian gospel do not welcome anything that challenges their philosophy or way of life. The world today needs nothing more than the message of such evangelists as Charles Templeton and Billy Graham.

Edmonton GEO. A. STEELE

Of Many Things

THE STATEMENT (Front Page) "the Queen rejoices in the title of Defender of the Faith; it is time that the phrase got its richest, fullest interpretation" would seem to imply that the Queen should be a defender of Buddhism, Mohammedism, etc. . . .

So great a difference and so great an error, to consider Faith in Jesus Christ, the victorious Son of God in the same category as faith in mere men, be it Buddha, Mohammed, Confucius or any other great man who is yet to come . . .

Alert Bay, BC EDWARD W. GREEN

IN YOUR editorials on traffic conditions and safety on the road why don't you mention the menace of the little cars that go beetling in and out of a stream of traffic? There is only one bigger menace on the road and that's a motorcyclist. Wherever there is an accident, the chances are even that one or the other of these nuisances will be involved.

Toronto ANGUS MACLEOD

I AM pleased to know that at least one province is doing something picturesque in the way of marking sites of historic interest. Saskatchewan's Red River carts are a splendid idea and vastly superior to the illegible plaques on stone cairns often used elsewhere.

(MRS. R. A.) GERTRUDE MCNEILL
Dartmouth, NS

THE decent number of offspring cited by Mr. Berry is very fine — except for a great number of people in this country who don't believe in thwarting deliberately the natural law and the Christian faith's ideals by means of artificial birth control. Besides which, despite Malthus, statistics would seem to show that man's sexual appetites decline in almost direct ratio to the extent to which his other animal appetites are appeased.

Maybe if our paternalistic government would ensure that we Canadians had an adequate standard of living, we wouldn't shock Mr. Berry's acute aesthetic senses with the size of our families.

Mimico, Ont. M. GERALD HUNTLEY

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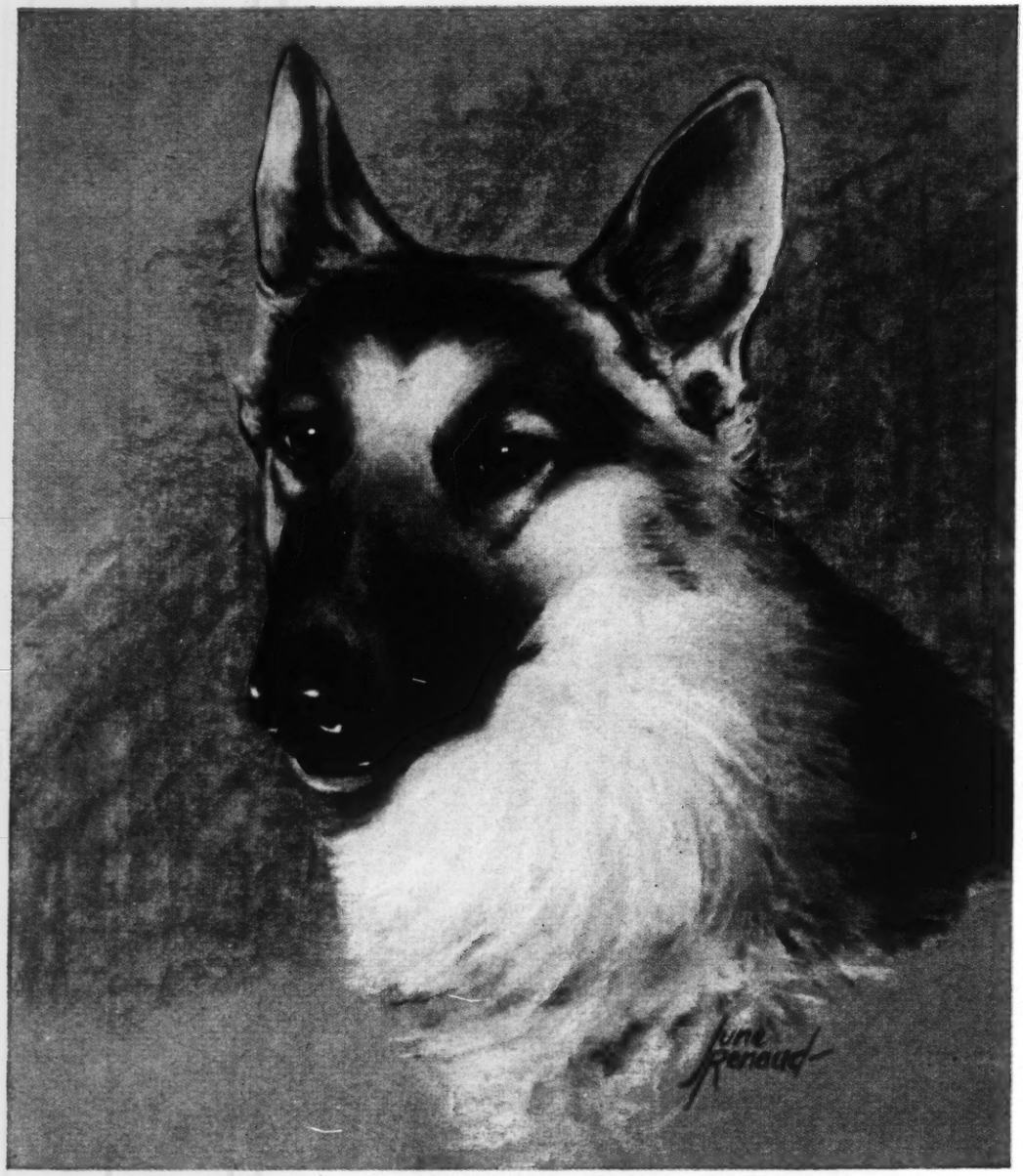

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